

Peravia Industrial SA in Packaged Food (Dominican Republic)

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Abstracts

Over the forecast period, Peravia Industrial will continue to support its La Famosa brand with price promotions and advertising. The company could also consider online marketing as an affordable means of reaching out to consumers via social media sites such as Facebook. The company is not expected to be a strong pioneer in terms of innovation, but may continue to switch its products from metal food cans to brick liquid cartons for packaging. The latter packaging format is viewed as environmental...

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