

Pragosoja spol sro in Health and Wellness (Czech Republic)

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Abstracts

Pragosoja spol sro has potential to gain further retail value sales share within breakfast cereals (standard varieties, fortified and naturally healthy) and NH high fibre biscuits, over the forecast period. The company will benefit from the trend that Czech consumers show more loyalty to local companies in 2014 and this loyalty is to retain when local companies will continue to offer the quality products for reasonable products and will remain active in launching of interesting brand...

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