

# Quaker Trading Ltd in Packaged Food (United Kingdom)

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## Abstracts

The company will continue to seek ways of increasing the popularity of its brands, particularly its cereal pots designed for on-the-go consumption and breakfast biscuit ranges. There is a danger that the company could saturate its product range by being too eager to take advantage of its boom in sales witnessed at the end of the review period. Aiming for more added value, the offer of convenient breakfast products may represent a profitable way forward over the forecast period. It is working...

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