

Ramirez & Co Filhos SA in Packaged Food (Portugal)

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Abstracts

Ramirez & Co Filhos SA is expected to continue taking advantage of its well-established brand image as well as focusing on innovation and offering high-quality products. This is a strategy it has pursued in order to distinguish its products in the face of the competition posed by private label over the review period. As far as international markets are concerned, it is estimated that the significant investment in the construction of a new production plant will help the company to meet the...

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