

Rivella AG in Soft Drinks (Switzerland)

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Abstracts

Rivella will continue to pursue its business strategy of combining a strong presence at home in Switzerland with a search for new export markets abroad. The company will continue to launch new flavour varieties of its brands.

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Contents

Strategic Direction

Key Facts

Summary 1 Rivella AG: Key Facts

Summary 2 Rivella AG: Operational Indicators

Competitive Positioning

Summary 3 Rivella AG: Competitive Position 2016



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