

SEMME Mineral Water Ltd in Soft Drinks (Cameroon)

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Date: February 2015

Pages: 28

Price: US\$ 150.00 (Single User License)

ID: S229A0BF66FEN

Abstracts

SEMME Mineral Water seeks to provide cheaper bottled mineral water so as to gain share from the category's leading brands, such as Tangui and Supermont. The company is taking advantage of the water supply crisis in Cameroon by appealing to households looking for affordable bottled water options.

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