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Sociedade Agua do Luso SA in Soft Drinks (Portugal)

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Abstracts

Sociedade Agua do Luso is expected to continue to focus on carefully-tailored new product development during the forecast period. March 2013 for example saw the company further expand its Luso Frutas range to include an orange variant, with the company thus seeking to expand its range of naturally-healthy drinks. The company meanwhile launched the first seven litre pack in still bottled water for Luso in April 2013. This aims to appeal to consumers seeking affordable bulk packs, with its unit...

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Contents

Strategic Direction
Key Facts
Summary 1 Sociedade Agua do Luso SA: Key Facts
Company Background
Production
Competitive Positioning
Summary 2 Sociedade Agua do Luso SA: Competitive Position 2012

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