

Societe Commerciale d'Importation - Negoce et de Transit (SOCCINT) in Alcoholic Drinks (Cameroon)

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Abstracts

Over the forecast period, SOCCINT is set to work towards strengthening its position in wine by adding more imported products to its portfolio whilst also expanding the distribution of its existing brands. One of the company's main strategic objectives is to maintain a balanced portfolio which caters to both experienced and novice wine drinkers and which offers something for consumers of all income segments.

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