

Société des Stations Thermales et des Eaus Minérales in Soft Drinks (Tunisia)

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Abstracts

Société des Stations Thermales et des Eaus Minérales is expected to continue to enjoy a strong position in soft drinks in Tunisia over the forecast period. The company is set to benefit from its strong brand portfolio in bottled water, which includes a number of distinctive brands and a wide range of prices. In addition, the company is expected to increase its focus on online marketing over the forecast period, especially via Facebook, in order to reach out to consumers.

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Contents

Strategic Direction

Key Facts

Summary 1 Société des Stations Thermales et des Eaus Minérales: Key Facts

Competitive Positioning

Summary 2 Société des Stations Thermales et des Eaus Minérales: Competitive Position 2016

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