

Source du Pays SA in Soft Drinks (Cameroon)

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Date: April 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SB9BEDF70D0EN

Abstracts

The aim of Source du Pays is to distribute high-quality products at affordable prices. The company has a policy of aggressive marketing for its popular Planet brand and aims to become the leading soft drinks operator in Cameroon, overtaking Société Anonyme des Brasseries du Cameroun (SABC), the industry leader.

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