

Storck KG, August in Packaged Food (Germany)

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Abstracts

After a difficult year in 2011 when Storck lost considerable market shares in confectionery in Germany, the company is growing again in 2012 and 2013 due to innovative additions to its well-known product lines. In this regard, Storck will continue to launch products that convey to customers a special association, like Knoppers the morning snack, Nimm 2 the fruit candy with vitamins or Merci, the chocolate for special occasions. Additionally, Storck will continue to support sales through...

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Contents

Strategic Direction

Key Facts

Summary 1 August Storck KG: Key Facts

Summary 2 August Storck KG: Operational Indicators

Company Background

Production

Summary 3 August Storck KG: Production Statistics 2013

Competitive Positioning

Summary 4 August Storck KG: Competitive Position 2013

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