

Sucesores de Alfredo Williner SA in Packaged Food (Argentina)

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Abstracts

Sucesores Alfredo Williner is a dairy company with a long history in Argentina. The company has a strong sales focus in the province of Santa Fe. However, its focus in the short term is to continue to expand its area of coverage, as it did in the review period. The intention is to increase its share in the market with new investment, reaching a greater number of customers. In addition, and as it did in 2016 and 2017, it is expected to invest strongly in television advertising, particularly for i...

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Contents

Strategic Direction

Key Facts

Summary 1 Sucesores de Alfredo Williner SA: Key Facts

Summary 2 Sucesores de Alfredo Williner SA: Operational Indicators

Competitive Positioning

Summary 3 Sucesores de Alfredo Williner SA: Competitive Position 2017

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