

# Tadim Gida Maddeleri Sanayii ve Ticaret AS in Packaged Food (Turkey)

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## Abstracts

Tadim Gida Maddeleri Sanayii ve Ticaret is the pioneer and leader in packaged nuts, seeds and trail mixes and in snack bars. The company is determined to preserve its position. To this end, the company will continue to improve its distribution network. Additionally, the company invests considerably in its Tadim brand. For example, under fruit snacks, the company offered its Tadim brand in stand-up pouches, rather than flexible plastic, to give it a more-premium image. In addition, the company of...

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## Contents

Strategic Direction

Key Facts

Summary 1 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Key Facts

Summary 2 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Operational Indicators

Competitive Positioning

Summary 3 Tadim Gida Maddeleri Sanayii ve Ticaret AS: Competitive Position 2017

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