

Tramontina SA in Home and Garden (Brazil)

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Abstracts

Tramontina has ensured its steady growth over the years through the development of quality and innovative products. The company has been able to enter new product categories in order to increase its sales. First specialising in cutlery, Tramontina is now present in a variety of product categories, including home and garden products. Tramontina is also set to develop its sales through diversification, investing more in the gardening category, which is showing strong potential as consumers have...

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Contents

Strategic Direction

Key Facts

Summary 1 Tramontina SA: Key Facts

Summary 2 Tramontina SA: Operational Indicators

Company Background

Production

Summary 3 Tramontina SA: Production Statistics 2013

Competitive Positioning

Summary 4 Tramontina SA: Competitive Position 2013

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