

Unilever Jerónimo Martins Lda in Packaged Food (Portugal)

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Abstracts

Focusing on a multi-brand strategy, Unilever Jerónimo Martins is expected to try to stimulate sales in order to steal share from its competitors and eventually reach the leading position in packaged food in the forecast period. In order to accomplish this goal, the company is likely to largely invest in marketing, and especially in digital marketing. Unilever Jerónimo Martins is being helped by Google and IPG Media Brands, and these two institutions will help the producer to play fiercely in...

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Contents

Strategic Direction

Key Facts

Summary 1 Unilever Jerónimo Martins Lda: Key Facts

Summary 2 Unilever Jerónimo Martins Lda: Operational Indicators

Competitive Positioning

Summary 3 Unilever Jerónimo Martins Lda: Competitive Position 2016

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