

United Kaipara Dairies Co (PSC) in Packaged Food (United Arab Emirates)

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Abstracts

In spite of rising turnover, United Kaipara Dairies struggled to remain profitable towards the end of the review period by focusing on providing affordable products to lower income consumers. Notably, the company has suffered from its strong reliance on rice and was impacted by price caps. However, United Kaipara Dairies is likely to continue to target low and mid income consumers by offering good quality at affordable prices, although the company will further diversify its range to build a...

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