

Universal Sweet Industries SA in Hot Drinks (Ecuador)

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Abstracts

Universal Sweet Industries' main objective is to regain the positioning and demand its brands once enjoyed when the company was a market leader, until it went bankrupt in 2001. The firm's new owners are investing in promotions and better distribution networks to achieve this.

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Contents

Strategic Direction Key Facts Summary 1 Universal Sweet Industries SA: Operational Indicators Company Background Production Competitive Positioning Summary 2 Universal Sweet Industries SA: Competitive Position 2014



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