

Victorina Agroindustrial CxA in Packaged Food (Dominican Republic)

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Abstracts

Victorina Agroindustrial CxA's aim over the forecast period is to continue expanding its product portfolio, which has become the indispensable element when cooking traditional dishes as it offers a unique "creole" flavour. The brand's purpose is to boost consumer loyalty via television advertising campaigns while maintaining its current quality/price ratio in order to sustain consumer interest.

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