

Vital Health Foods (Pty) Ltd in Hot Drinks (South Africa)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: V0FCB3CB013EN

Abstracts

Vital Health Foods aims to grow its sales share in South Africa through brand extension and improved distribution. The company is expected to continue including healthy food products as part of its product portfolio. It aims to retain market success through more investment in research and development in order to remain highly innovative and profitable.

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