

# **Kraft: Performance, Capabilities, Goals and Strategies in the Worldwide Food and Beverage Market**

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Date: October 2010

Pages: 48

Price: US\$ 1,520.00 (Single User License)

ID: K1546D46B19EN

## **Abstracts**

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A strategic assessment of Kraft, one of the world's leading food and beverage companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global food and beverage market.

Contains 48 pages and 3 tables

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