

Stories that best communicated strategic relevance in business models, were tied to innovation, sustainable production strategies, capacity to expand, the introduction of new products, and the promotion of local products (paired with competitive pricing and marketing strategies).

Strategy and Innovation

Developing brand policies. Production strategy. Expanding capacity. New products, innovative solutions. Promotion of local products. Competitive sales & marketing.

Research: product development for local market, and abroad.

Social networks. Smart collaborations. Resourcefulness, creativity.

MEDIA INTEREST: PRODUCTS / SERVICES

