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M Power Micro Finance: Early Battle Survival

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OUTLINE

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- Introduction: The company
- Forces
 - Effect of the Forces
 - Complexity
 - Dynamism
 - Richness
- Interdependencies
 - Symbiotic
 - Competitive
- Conclusion and future prospects

THE COMPANY

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- 1943 Dr. Ruben Rausing (Sweden): development of carton packages for milk
- 1951 foundation of Tetra Pak
- Today: machines in more than 170 countries, manufacturing plants in 42 countries, 16 training centres and 23.425 employees
- Net sales 2012: 11,155 million Euros

PRODUCTS

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- Packages
- Processing equipment & solutions
- Filling machines
- Distribution equipment
- Service & automation solutions
- Aseptic solutions
- End of line solutions



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PROCESSING EQUIPMENT

Pasteurizer

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Tetra Therm® Lacta

FILLING MACHINE

fills Tetra Brik® Aseptic, Tetra Prisma® Aseptic
and Tetra Gemina® Aseptic

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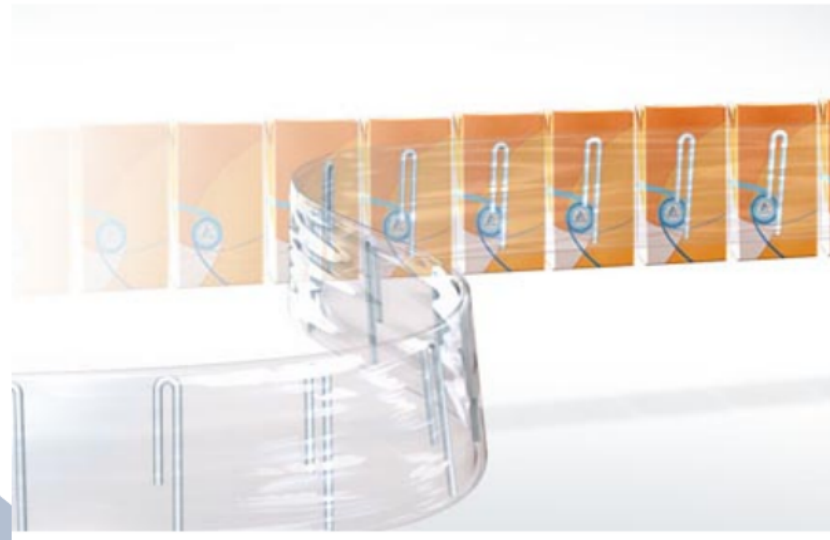


Tetra Pak® A3/Flex

DISTRIBUTION EQUIPMENT

Straw Applicator

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