



## Case Life sweet life

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Monografía

The meeting at Vicky Foods head office was over. The atmosphere was relaxed on that December morning in 2019. The financial results for the year had been very positive. However, sales of packaged sweet pastries had suffered a steady decline in recent years. Although Rafael Juan, CEO since 2007, sensed the reasons, he needed to implement new strategies and a different approach to achieve the repositioning of this product category. For this reason, he called in a team of consultants to exceed his expectations on this regard with a disruptive proposal

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