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### **Fmcg: The Power of Fast-Moving Consumer Goods by Greg Thain**

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: "FMCG firms try to reduce carbon footprint," Business Standard, December 10, 2009. MARKET OVERVIEW. Fast Moving Consumer Goods April 2010. Key trends (4/4) Sources: "Dabur Foods merged with Dabur India," Business Daily, July 12 2007; "Agro Tech Foods to exit from sourcing, institutional business," Business Standard, February 6, 2008.

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consumer goods (FMCGs) constitute a large part of consumers' budget in all countries. This study is aimed at to shed light on competitive conditions prevailing in the FMCGs retail trade sector.

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largely untapped rural market are all fuelling the growth of Indiaâ€™s FMCG industry.

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### **FAST MOVING CONSUMER GOODS - IBEF**

FMCG: The Power of Fast-Moving Consumer Goods, by Greg Thain & John Bradley and published by First Edition Design Publishing. ISBN 9781622876488, 596 pages. YYYYYY.

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the consumers towards FMCG in the study area. 2) To analyse the competition level of FMCG products and the influencing factors of the select FMCGs in the study area.

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decade of this century, fast-moving consumer-goods (FMCG) companies moved to point-of-sale tactics. But retailers cut back on branded SKUs, restricted shelf activ- ... their power, speed in innovation and imitation becomes perhaps the leading general source of competitive advantage. To fully realize its beneï→• ts, companies

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