



Innovation Amidst Cost Saving and Competitive Price in a Consumer Goods Company
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INNOVATION AMIDST COST SAVING AND COMPETITIVE PRICE IN A CONSUMER GOODS COMPANY

Professional Report

To Fulfil the Requirements of Attaining Undergraduate Degree (S1)

Examined by M. Florine Vincendet (Toulouse Business School), August 23, 2022



**DEPARTEMENT OF MANAGEMENT
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