Britannia Industries Ltd.

**Corporate Profile**

- **A Governance**
  - A1 Strategy: 12.5%
  - A2 Management: 12.5%
  - A3 Reporting: 12.5%

- **B Products**
  - B1 Formulation: 27.5%
  - B2 Profiling: 27.5%

- **C Accessibility**
  - C1 Pricing: 22.5%
  - C2 Distribution: 22.5%

- **D Marketing**
  - D1 Policy (all): 22.5%
  - D2 Compliance (all): 22.5%
  - D3 Policy (children): 22.5%
  - D4 Compliance (children): 22.5%

- **E Lifestyles**
  - E1 Employees: 5%
  - E2 Breastfeeding: 5%
  - E3 Consumers: 5%

- **F Labeling**
  - F1 Facts: 5%

- **G Engagement**
  - G1 Lobbying: 5%
  - G2 Stakeholder: 5%

**Main areas of strength**

- A Governance: 12.5%
- B Products: 27.5%
- C Accessibility: 22.5%
- D Marketing: 22.5%
- E Lifestyles: 5%
- F Labeling: 5%
- G Engagement: 5%

**Priority areas for improvement**

- A Governance: 0%
- B Products: 0%
- C Accessibility: 0%
- D Marketing: 0%
- E Lifestyles: 0%
- F Labeling: 0%
- G Engagement: 0%

**The mean HSR is calculated per category and multiplied by the percentage of 2016 sales per category. These figures are totalled and doubled to give a maximum Product Profile score of 10.**
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Category analysis - Nutrition

A  Governance
B  Products
C  Accessibility
D  Marketing
E  Lifestyles
F  Labeling
G  Engagement

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