

# Alko Oy in Alcoholic Drinks (Finland)

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## Abstracts

The Finnish state-owned alcohol retailer will continue to focus on offering products that match with the most current consumer trends while investing in researching trends abroad. Alko will continue looking to offer a world class customer service while at the same time remaining one of the best employers in Finland. The company is also planning to renew its marketing strategy in order to become more modern and to reach the right audience. Simultaneously the company will look to focus on acting a...

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