

Ambra SA in Alcoholic Drinks (Poland)

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Abstracts

Ambra SA is one of the leaders in the distribution of wine in Poland. Due to the relative (compared to the review period) slower growth of wine and rising share of discounters within wine, the company was inclined to alter its strategic direction. In particular, the re-defined strategy is based on diversification of the activity which includes development of such initiatives as manufacturing of cider and import and distribution of other alcoholic drinks which are vodka, brandy and cognac. The...

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