

Aroma TD ZAO in Alcoholic Drinks (Russia)

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Abstracts

Established in 1998, Aroma is set to remain the leading wine specialist retailer, by launching new products, generating and implementing new promotions and participating in social events. Its strongest growth will be supported by establishing new selling spots across the country. The strategy is going to be implemented via franchise development. Aroma will also continue to increase its presence as a distributor, expanding partnerships with main retail chains. At the end of the review period,...

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