

Asfan Ltd in Alcoholic Drinks (Azerbaijan)

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Abstracts

The company has invested heavily in its production facilities by modernising its manufacturing lines. The company plans to focus on further strengthening its presence in the on-trade channel through promotions and offering special deals to on-trade operators, such as discounts when companies purchase large quantities. The company will also invest in developing new marketing strategies, giving greater importance to new product developments and advertising.

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