

Axxon Bulgaria OOD in Tissue and Hygiene (Bulgaria)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A156AA8C704EN

Abstracts

Axxon Bulgaria is likely to continue focusing on its strategic strengths in tissue and hygiene through expanding its portfolio with new brands. Its strong positions in wipes and sanitary protection were achieved early in the review period, but in recent years it did not diversify into related tissue and hygiene categories. Axxon is a distribution company focused on offering maximum choice for consumers in the most popular food and non-food segments. Evidence from Axxon's marketing strategy in...

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