

Balev Bio Market EOOD in Retailing (Bulgaria)

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Abstracts

Balev Bio Market EOOD is one of several bio retailers in Bulgaria. The company specialises in supermarkets which sell bio and ecological groceries, cosmetics and household detergents, taking advantage of the bio trend, which became popular in Bulgaria over the last few years of the review period. Balev Bio Market EOOD operates three outlets in the capital Sofia and in two of the biggest Bulgarian cities, Plovdiv and Varna. The company expects to expand if there is sufficient interest from...

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