

Beta Algoritm A Sh IP in Hot Drinks (Uzbekistan)

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Abstracts

Having achieved leadership in hot drinks in Uzbekistan, Beta Algoritm A Sh IP's strategic direction is reflected in the company's rule: "Success is not only achieving big turnovers with large margins. It is in basic terms building strong brands that are well rooted in good quality and tastes that appeal to the discerning connoisseur, as well as the average consumer". The company builds and maintains the strong image of its brands through improving the quality of its products and a strong...

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Contents

Strategic Direction

Company Background

Production

Competitive Positioning

Summary 1 Beta Algoritm A Sh IP: Competitive Position 2014

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