

# Bioprogramma OOD in Hot Drinks (Bulgaria)

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## Abstracts

Bioprogramma's business strategy is expected to dovetail in two directions: consolidating its position in the domestic market and export expansion. In the domestic market, the company aims to arrest the retail value share decline that occurred over the review period. The intensified competitive landscape impacted negatively on Bioprogramma's share, and the company is engaged in advertising, new product development and the penetration of new distribution channels in order to reverse this trend.

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