

Boutaris, J, & Son Vinicultural SA in Alcoholic Drinks (Greece)

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Abstracts

J Boutaris & Son Vinicultural aims to invest in the expansion of its low-priced wines in order to compete in an economic context that favours economy products. Using promotional activities will be another key strategy employed to boost sales. Finally, an area of focus for the company will be to expand its presence in the international market.

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