

## Bovis AD in Soft Drinks (Bulgaria)

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### Abstracts

Bovis AD is likely to continue losing share and its position will be increasingly challenged as it was unable to find a suitable strategic investor in order to receive a much needed financial injection. Although all soft drinks producers are affected by the difficult macro economic climate, Bovis AD is particularly prone to the effects of the economic crisis. The company is likely to shed all unnecessary production and marketing expenses and concentrate on defending its shares. The inability of...

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