

Buleko 2000 OOD in Home Care (Bulgaria)

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Abstracts

Buleko has been developing specialised products for the professional horeca channel and is likely to further expand this area of its operations, with the company continuing to benefit from the price-consciousness of Bulgarian consumers. Having already established a broad product portfolio, the strategy of the company is to improve its position through the launch of new products and enhancements to its existing range.

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