

Bulgartabac Holding Group in Tobacco (Bulgaria)

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Abstracts

The short-term expansion strategy of Bulgartabac is based on influencing local demand and gathering knowledge on local market preferences and constant renewal of the product market portfolio, with local consumer preferences in mind. A main focus of the company during 2015 will be the development of its markets in the Adriatic region, Russia, The Commonwealth of Independent States, the Middle East and Southeast Asia. The company anticipates growth of as much as 40% in the Adriatic region, Russia...

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