

Butilirashta Kompaniya Gorna Banya OOD in Soft Drinks (Bulgaria)

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Date: May 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B2917D27804EN

Abstracts

Butilirashta Kompaniya Gorna Banya OOD is expected to develop horizontally and enter new product categories in Bulgaria. It has made a step towards differentiation after acquiring the BBB juice brand and entry of other categories within soft drinks is expected. Export will not be a priority in the short-term, as the company will need to focus on fortifying its position and compensating for share loss in the core category of bottled water.

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