

Darija UAB in Alcoholic Drinks (Lithuania)

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Abstracts

Darija UAB operates the leading specialised alcoholic drinks retail chain Bravo Alco. The company aims to compete with other retailers by offering a wide range of brands. Its store presence in the most convenient locations and its offer of qualified advice from its consultants are the company's main competitive tools and are expected to remain so in the future. The company's brands cover all price ranges although it does not sell private label products. In line with the economic downturn,...

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