

Deroni OOD in Packaged Food (Bulgaria)

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Abstracts

Deroni, a well-established player in the Bulgarian packaged food market, has been ever more aggressive in developing its brands and driving sales through advertising. The company has enforced its formidable brand portfolio and launched a high-profile advertising campaign in order to promote its distinguished local sourcing. The company is investing in developing its local production and sourcing base in an attempt to generate a sustainable competitive advantage.

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Contents

Strategic Direction

Key Facts

Summary 1 Deroni OOD: Key Facts

Summary 2 Deroni OOD: Operational Indicators

Company Background

Production

Summary 3 Deroni OOD: Production Statistics 2014

Competitive Positioning

Summary 4 Deroni OOD: Competitive Position 2014

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