

Devin AD in Soft Drinks (Bulgaria)

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Abstracts

Devin AD is traditionally focused on aggressive marketing and social responsibility campaigns in order to actively engage with various consumer groups and businesses. In 2016, Devin AD made a strategic move by entering the high growth potential niche category of carbonated mineral water with its new brand Devin Air. The product seeks to tap into the growing gourmet segment in carbonated bottled water. Towards the end of the review period, the company sought to maintain its strong presence in com...

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Contents

Strategic Direction

Key Facts

Summary 1 Devin AD: Key Facts

Summary 2 Devin AD: Operational Indicators

Competitive Positioning

Summary 3 Devin AD: Competitive Position 2016

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