

DrenikND doo in Tissue and Hygiene (Serbia)

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Abstracts

Founded in 1995, DrenikND is the most successful Serbian tissue and hygiene company. With several reliable brands – Perfex, Boni, Feel fine and Yup – and its extensions followed by an excellent price policy, DrenikND is becoming increasingly important as a regional player. Supported by intensive advertising campaigns, these brands are now recognisable with a growing number of loyal consumers. In addition to its success in retail, the company plans to continue growing in away-from-home distributi...

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Contents

Strategic Direction

Key Facts

Summary 1 DrenikND doo: Key Facts

Summary 2 DrenikND doo: Operational Indicators

Competitive Positioning

Summary 3 DrenikND doo: Competitive Position 2016

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