

Droga Kolinska dd in Hot Drinks (Slovenia)

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Abstracts

After the acquisition of Droga Kolinska by Atlantic Grupa in 2010, the company's strategy has been the integration and unification of business functions with the new owner. The company has also restructured itself and split itself into strategic segments by products and markets. As this was finished in 2012, Droga Kolinska's main strategy has been to increase sales by expanding into new markets and increase profitability in its existing markets. The company is also constantly investing in the...

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