

Dukat doo in Home Care (Bosnia-Herzegovina)

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Date: May 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: DCC2450B1E4EN

Abstracts

Dukat leveraged on its role as one of the leading fmcg distributors in Bosnia-Herzegovina to launch its own production of home care and toiletries goods. Relying on a pre-established nationwide distribution network based on four regional distribution centres, Dukat has been able to take a shortcut to consumers, becoming the fastest-growing company in home care sales terms during 2013. Dukat does not have ambition to become a leading home care manufacturer in BH, but is likely to develop a...

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