

DVC - Plus doo in Alcoholic Drinks (Slovenia)

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Abstracts

DVC – Plus doo is an internet retailer which specialises in offering alcoholic drinks and is a branch of distributor Merit International. The company's aim to increase its sales derives mainly from the introduction of new innovative products and increased marketing activities. It is expected that the company will continue trying to attract more consumers with introductions of mainly premium and well-known alcoholic drinks brands which are not yet present in Slovenia.

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Contents

Strategic Direction

Key Facts

Summary 1 DVC - Plus doo: Key Facts

Summary 2 DVC - Plus doo: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

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