

Efes Georgia Lomisi JSC in Soft Drinks (Georgia)

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Abstracts

In 2008, foreign company Efes Breweries International NV bought Lomisi JSC, and the company began to concentrate on manufacturing beer. However, it has since come to place greater importance on its interests in carbonates, focusing on this product area. The company will invest in advertising and positioning its range of products as healthy products trying to compete with sales of cola carbonates.

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Contents

Strategic Direction

Key Facts

Summary 1 Efes Georgia Lomisi JSC: Key Facts

Summary 2 Efes Georgia Lomisi JSC: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Efes Georgia -Lomisi JSC: Competitive Position 2013

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