

Efes Karaganda Pivovarennyi Zavod AO IP in Alcoholic Drinks (Kazakhstan)

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Abstracts

Efes Karaganda Pivovarennyi Zavod aims to double the size of its business by 2020 and to further consolidate its status as the leading brewery in Kazakhstan. The company will also continue to use new product development to attract more consumers. The company is thus set to invest heavily in production and will implement new modern brewing technologies. It will also focus on good brand portfolio management and further developing its distribution system.

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