

Finn Spring Oy in Soft Drinks (Finland)

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Abstracts

The future strategy of Finn Spring Oy is focused on expanding the consumer base for its products by offering the right selection of products that respond well to the prevailing consumer trends. In Finn Spring's case, this means investing in the development of products with a healthy and functional positioning. The company is also expected to invest in new packaging with the aim of making packaging one of the key unique selling points of Finn Spring's products.

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