

Florina Bulgaria AD in Soft Drinks (Bulgaria)

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Abstracts

After becoming a publicly traded company in 2011, the most immediate step for Florina Bulgaria AD was to continue organic growth. Until 2011 the company's aim was to capture additional shares and benefit from organic industry growth. In 2012 the slowdown of the soft drinks industry forced the company to revise its marketing strategy and tailor a more aggressive penetration line, based around share gains from its competitors. Because of the economic crisis it is unlikely that Florina will enter...

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