

# FoodCare Sp zoo in Soft Drinks (Poland)

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## Abstracts

The strategic goal of FoodCare is to develop sales on a global scale by the creation of internationally recognisable brands. So far, the company distributes all its brands abroad, with exports composing 15% of its turnover. The company intends to maintain and further develop its manufacturing capacities in Poland. Besides logistic advantages, an important aspect is the European origin of the products, which are positively perceived as high-quality products by consumers in Eastern Europe, Asia an...

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