

Franck dd in Hot Drinks (Croatia)

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Abstracts

Having a comfortable lead in the Croatian hot drinks market as a starting point, Franck dd has its attention on the West. It has a long-term plan to penetrate the markets of EU countries. As a good start, the Slovenian market opened up when another Croatian company, Agrokor dd, acquired the leading Slovenian retailer Mercator, offering the potential for more Croatian products.

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