

# Frutela doo in Alcoholic Drinks (Bosnia-Herzegovina)

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## Abstracts

Frutela is the leading specialised drinks retailer in Bosnia-Herzegovina but is increasingly focusing on its wholesale business, which enables the company to grow fast while keeping capital investments low. For years now, there have been three specialised Wonderland stores, with two being located in Bosnia-Herzegovina and one in Serbia. It appears that Frutela does not plan to expand its retail network over the forecast period.

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