

Frutela doo in Alcoholic Drinks (Bosnia-Herzegovina)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: FE5EE35FE6CEN

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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Contents

Strategic Direction

Key Facts

Summary 1 Frutela doo: Key Facts

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 2 Frutela doo: Competitive Position 2014

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