

Gama Trgovina doo in Alcoholic Drinks (Slovenia)

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Abstracts

Gama Trgovina is a distributor of mainly premium imported alcoholic drinks. After Heineken opened its operations in Slovenia several years ago, Gama Trgovina lost a distribution right for Heineken beer, which accounted for the largest share of the company's revenue. As a result, the company had to reorganise its product portfolio and introduced new products within lager, ale, stout, cider categories. As a part of strategy, the company is constantly looking for opportunities to enlarge its produc...

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