

Grupa Zywiec SA in Alcoholic Drinks (Poland)

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Abstracts

Grupa Zywiec SA concentrates purely on the manufacturing of beer. Worsening operational results (declining sales and profit) led the company to define its strategic direction. The corporation focuses on modernisation of its organisational scheme in order to operate more efficiently and with reduced exceeded costs. The most spectacular solution is outsourcing of wholesale trade operations by means of creating its subsidiary Dtribev Sp zoo run as a separate business unit.

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