

Harboes Bryggeri A/S in Soft Drinks (Denmark)

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Abstracts

Diversification will remain a key strategic focus for Harboes Bryggeri as the company aims to continue to widen its product range across a variety of categories and price segments to become less sensitive to fluctuations in market conditions. The company will also continue to focus on exports, with core markets in Northern Europe and growth markets in Africa and Asia.

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Contents

Strategic Direction

Key Facts

Summary 1 Harboes Bryggeri A/S: Key Facts

Summary 2 Harboes Bryggeri A/S: Operational Indicators

Competitive Positioning

Summary 3 Harboes Bryggeri A/S: Competitive Position 2016

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