

# Ideal Sipka ad in Packaged Food (Macedonia)

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## Abstracts

The strategic goal of Ideal Sipka ad is to maintain its position as a major supplier of dairy products in Macedonia and the region and to remain one of the leading domestic yoghurt and cheese making companies. The company has a strong national distribution coverage which has helped it to maintain quite a strong presence and ranking. The company is also present in the region in some of the other countries from the former Yugoslavia as well as other countries in the immediate neighbourhood.

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