

Klember sro in Hot Drinks (Slovakia)

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Abstracts

The company is concerned with its range of coffee, which has been known in Slovakia for decades. It produces fresh coffee beans and standard fresh ground coffee under the Standard Zmes and Extra Special subbrands. However, the share of the company has been decreasing so that the strategic direction of the company is to strengthen its consumer base and improve consumer loyalty.

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Contents

Strategic Direction Key Facts Summary 1 Klember sro: Key Facts Company Background Production Competitive Positioning Summary 2 Klember sro: Competitive Position 2013



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