

Kofola as in Soft Drinks (Czech Republic)

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Abstracts

Kofola is going to focus on boosting its share value in 2017, which has recorded a 20% drop since the company's shares got quoted on the Prague Stock Exchange. It will attempt to maintain its value shares in its core markets and further increase its influence in new regions with stronger growth potential. Unconventional marketing methods will be utilised to achieve better sales and hold a leading position within soft drinks in the Czech Republic.

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