

Koroglu MMC in Packaged Food (Azerbaijan)

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Abstracts

Koroglu MMC plans to increase its share further in the Azerbaijani market by introducing more new products and continuing to target low- and middle-income consumer groups. Koroglu aims to improve its position in key focus categories, such as bakery products and chocolate confectionery. Established distribution, effective management and a portfolio of strong brands provide a solid basis for the company's further development in the local market.

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