

Kyivsky Kartonno-Paperovy Kombinat VAT in Tissue and Hygiene (Ukraine)

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Abstracts

Kyivsky Kartonno-Paperovy Kombinat will focus on several areas during the forecast period. First, it is expected to try to increase its influence within the mid-priced and premium segments of retail tissue, due to the promotion of Dyvo and Soffione. Second, it is expected to enter AFH tissue, because at the moment, less than 1% of the company's sales are made through this channel. Third, the company is expected to refocus its exports from Russia to European countries. Fourth, the company is goin...

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Contents

Strategic Direction

Key Facts

Summary 1 Kyivsky Kartonno-Paperovy Kombinat VAT: Key Facts

Summary 2 Kyivsky Kartonno-Paperovy Kombinat VAT: Operational Indicators

Competitive Positioning

Summary 3 Kyivsky Kartonno-Paperovy Kombinat VAT: Competitive Position 2016

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