

Ledo doo in Packaged Food (Bosnia-Herzegovina)

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Abstracts

Ledo dominates foodservice of frozen packaged food products. Ledo is not likely to expand into non-frozen formats, but will continue to develop new customised frozen formats for foodservice. The biggest room for improvement over the forecast period is in its logistics – the way it communicates with customers, organises distribution and post-sales support. Its parent company Agrokor was in trouble as of 2017, so Ledo might be a potential acquisition target.

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leading brands;

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