

Liviko Kaubanduse OÜ in Alcoholic Drinks (Estonia)

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Abstracts

Liviko aims to be the leading alcoholic drinks retailer in Estonia under the name Liviko Alcostore. To achieve this, it constantly refreshes its portfolio with new imported products and offers many discounting and price campaigns. It currently provides over 1,200 different alcoholic drinks. The company is also concentrating on increasing sales through its online store. It markets this by emphasising its convenience, time-saving benefit and affordable prices. No new store openings were planned...

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