

Mercury AD in Hot Drinks (Bulgaria)

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Abstracts

Mercury AD will remain a diversified company, competing in various packaged food and non-food areas in Bulgaria, and tea will remain its secondary focus. Its presence in many areas will result in strong bargaining power for Mercury AD and it is likely to remain in the top ranks in tea. New product developments and innovations will not be the core focus of the company; it is more likely that this local player will focus on distribution and low prices rather than competing with sophisticated...

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