

# Mercury P&P AD in Hot Drinks (Bulgaria)

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## Abstracts

Mercury P&P 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 P&P, and it is likely to remain in the top ranks within 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 sophisticate...

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