

Mercury P&P AD in Packaged Food (Bulgaria)

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Abstracts

Mercury P&P is a domestic food manufacturer with a long-standing tradition in the spices and herbs category. Besides being a leader in its core category through the Mercury Foods brand, the company is also active in the production and sale of dry mixes, dehydrated foods, desserts, teas and natural food supplements. The company has seasoned traditions in the Bulgarian packaged food industry and has recently revamped its branding strategy to protect its core categories from external competition,...

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Contents

Strategic Direction

Key Facts

Summary 1 Mercury P&P AD: Key Facts

Summary 2 Mercury P&P AD: Operational Indicators

Company Background

Production

Summary 3 Mercury P&P AD: Production Statistics 2014

Competitive Positioning

Summary 4 Mercury P&P AD: Competitive Position 2014

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