

Milk-Pro Ltd in Retailing (Azerbaijan)

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Abstracts

Milk-Pro Ltd, being a strong dairy manufacturer in Azerbaijan, also operates its own Sevimli Dad retail chain, using good store locations, a solid infrastructure and qualified personnel. The retailer has identified significant opportunities for growing sales by increasing brand assortments in its stores. With strong management at different levels and advanced infrastructure and technologies, Sevimli Dad achieves sales growth mainly through the active development of low-priced formats.

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