

Naleczow Zdroj Sp zoo in Soft Drinks (Poland)

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Abstracts

Gaining a leading position in sales of bottled water will be at the heart of the strategic efforts of the company. This goal will be achieved by increasing availability of its Cisowianka brand, increasing its recognition rate and extending its product range. The company is expected to continue to position Cisowianka as a naturally healthy product. Consequently, an extension beyond bottled water is not expected, at least over the initial years of the forecast period. Naleczow Zdroj will further...

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