

Obolon ZAT in Soft Drinks (Ukraine)

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Abstracts

One of the largest domestic beverage producers, Obolon is focused on beer, with soft drinks a secondary business. The company's strategy is to gain and maintain the leading position in the domestic beverage industry. By ensuring a high quality product offer at affordable prices, the manufacturer is expected to continue to compete successfully with the multinationals present in Ukraine. It will continue to optimise its product range through minor innovations while also improving its management...

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