

Ok Athens Ltd in Alcoholic Drinks (Greece)

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Abstracts

Ok Athens aims to focus on expanding its online retailing activity with the launch of a new concept introduced in 2012 under the brand Beer in Box. This is a new form of supplying the market because it allows consumers to order directly from the company a 24-bottles box with a selection of beer brands from the portfolio of Ok Athens either online or over the phone. The concept was promoted with PR and online communication activities but the company aims to invest more heavily on increasing...

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Contents

Strategic Direction

Key Facts

Summary 1 Ok Athens Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Ok Athens Ltd: Competitive Position 2012

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