

Olvi Oyj in Alcoholic Drinks (Finland)

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Abstracts

Domestic brewery Olvi is focusing on strengthening its position in a highly competitive market by building a strong brand image for its products, by offering competitively-priced products that are easily approachable and by focusing on investigating consumer preferences. The company's products often stand out with a quirky or eye-catching selling point. The company also pays attention to the design of its bottles and as such is aiming to build a strong brand image for its products. An important...

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Contents

Strategic Direction

Key Facts

Summary 1 Olvi Oyj: Key Facts

Summary 2 Olvi Oyj: Operational Indicators

Competitive Positioning

Summary 3 Olvi Oyj: Competitive Position 2016

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