

Olvi Oyj in Alcoholic Drinks (Finland)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: OC586470204EN

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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