

Paloma dd in Tissue and Hygiene (Slovenia)

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Abstracts

Paloma dd's strategic goal is to remain the leading retail tissue manufacturer in Slovenia and the Central and Eastern Europe region. The company is implementing strategies to increase its value share over the forecast period and these include the development of innovative new retail tissue products. The company is permanently eyeing demand for these products in southeastern Europe, where it used to dominate sales during the times of the single market of the former Yugoslavia. An additional focu...

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Contents

Strategic Direction

Key Facts

Summary 1 Paloma dd: Key Facts

Summary 2 Paloma dd: Operational Indicators

Competitive Positioning

Summary 3 Paloma dd: Competitive Position 2016

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