

# Papas Olio AD in Packaged Food (Bulgaria)

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## Abstracts

Papas Olio AD is a typical company that trades with agricultural commodities. It will continue to compete with sunflower oil products and it is not likely that it will pursue innovation or will engage in sophisticated marketing activities. It will focus on remaining price competitive via operating on a large scale and pursuing vertical integration with upstream producers. Its scale of operations is quite large and the most likely future direction will be expansion of its export markets for...

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