

Persha Pryvatna Brovarnya AT in Alcoholic Drinks (Ukraine)

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Abstracts

Persha Pryvatna Brovarnya AT plans to increase its total volume sales share in the Ukrainian beer category over the forecast period by adhering to its policy of gradually increasing beer production volume and expanding its product range. The company plans to further develop its major brands, which will be sold throughout the country (such as Persha Pryvatna Brovarnya, Galycka Korona and Zhiguli), and its regional brands (in northern and western regions of Ukraine). In 2017, it plans to enter the...

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Contents

Strategic Direction

Key Facts

Summary 1 Persha Pryvatna Brovarnya AT: Key Facts

Competitive Positioning

Summary 2 Persha Pryvatna Brovarnya AT: Competitive Position 2016

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