

Pik Vrbovec dd in Packaged Food (Croatia)

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Date: November 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PBEBE059BA2EN

Abstracts

Ensuring leadership of the Croatian processed meat market, Pik Vrbovec turned its focus towards foreign markets. With no particular preference for a target region, the company is trying to reach markets in Europe, as well in the Far East. New processing facilities are allowing the company to offer competitive products in these areas.

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Contents

Strategic Direction

Key Facts

Summary 1 Pik Vrbovec dd: Key Facts

Summary 2 Pik Vrbovec dd: Operational Indicators

Competitive Positioning

Summary 3 Pik Vrbovec dd: Competitive Position 2017



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