

Plantago doo in Hot Drinks (Bosnia-Herzegovina)

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Abstracts

Plantago is dedicated to quality, and is not willing to compromise on it by engaging in price wars with the competition. Instead, Plantago is making attempts to educate consumers on why its products are a better choice, stressing the high content of natural ingredients it uses for manufacturing tea and comparing this with increasing use of artificial aromas and colourants by its competitors in tea. Plantago will keep reinforcing its brand strength over the forecast period, a strategy that is exp...

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