

Podravka dooel in Packaged Food (Macedonia)

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Abstracts

Podravka dooel is the Macedonian subsidiary of one of the largest Croatian packaged food manufacturing companies, Podravka dd. This company used to be one of the largest packaged food manufacturers in the former Yugoslavia as well. The company's strategic goal is to preserve its hard-won share and maintain its current rankings within packaged food through the improved distribution of its brands via both the retail and foodservice channels. The company relies on its investments in research and de...

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