

PPD Distribucija doo in Alcoholic Drinks (Slovenia)

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Abstracts

PPD Distribucija concentrates on distribution of premium and well-known alcoholic drinks on the Slovenian market. As the company is relatively new, its main strategic goal lies in gaining market share and ensuring that it has good competitive positioning. For this purpose the company is constantly searching for new products, brands and partnerships and sees it as a strategic way to strengthen its position within current market dynamics. The company has gained the right to distribute Diageo produ...

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Contents

PPD DISTRIBUCIJA DOO IN ALCOHOLIC DRINKS (SLOVENIA)

Strategic Direction

Key Facts

Summary 1 PPD Distribucija doo: Key Facts

Summary 2 PPD Distribucija doo: Operational Indicators

Competitive Positioning

Summary 3 PPD Distribucija doo: Competitive Position 2015



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