

PPK Astra Sp zoo in Hot Drinks (Poland)

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Abstracts

PPK Astra Sp zoo is expected to continue focusing on niche areas. PPK Astra's owners plan to premiumise their offering and increase mark-ups and the company is expected to develop an offering of fresh coffee beans as this type of coffee offers the most promising sales prospects. Increased media budgets will be necessary to raise brand recognition and the company has also improved product availability in retail stores.

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