

# Prilepska Pivarnica ad in Alcoholic Drinks (Macedonia)

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## Abstracts

The strategic goal of Prilepska Pivarnica ad is to further advance its total volume share and position within alcoholic drinks, especially the sales of its own mid-priced and economy lager brands. Advancing the sales of the imported beer brands it distributes under licence is also an important strategic focus of Prilepska Pivarnica. The company has been making significant investments in its manufacturing processes for alcoholic drinks (especially its domestic lager brands which are led by Zlaten...

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