

Prilepska Pivarnica ad in Soft Drinks (Macedonia)

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Abstracts

The strategic goal of Prilepska Pivarnica is to increase its sales domestically and regionally and expand its market presence. The company also aims to cement its partnerships with some of the major international soft drink manufacturers, most notably PepsiCo Inc, on behalf of which it manufactures soft drinks in Macedonia. Prilepska Pivarnica is set to maintain its focus on consolidating its brand portfolio consisting of juice and carbonates brands.

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Contents

Strategic Direction

Key Facts

Summary 1 Prilepska Pivarnica ad: Key Facts

Summary 2 Prilepska Pivarnica ad: Operational Indicators

Competitive Positioning

Summary 3 Prilepska Pivarnica ad: Competitive Position 2016

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