

Prodal '94 SRL in Alcoholic Drinks (Romania)

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Abstracts

Prodal '94 is the leading white spirits producer in Romania, with its flagship brands (Stalinskaya in vodka and Wembley Dry Gin in gin) maintaining their strong positions over the review period due to a good distribution network and heavy advertising. Both brands are marked for potential foreign recognition and thus account for an important source of the company's export revenues. Expansion outside Romania started in 2009 and continues, while the establishment of an import division will help the...

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Contents

Strategic Direction

Key Facts

Summary 1 Prodal '94 SRL: Key Facts

Summary 2 Prodal '94 SRL: Operational Indicators

Competitive Positioning

Summary 3 Prodal '94 SRL: Competitive Position 2016

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