

Rukišu Teja Z/S in Hot Drinks (Latvia)

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Abstracts

Rukisu Teja continues to market both traditional medicinal teas and fruit/herbal teas for daily consumption and besides a strong position in pharmacies, it plans to expand its distribution to retail stores. At the same time, the company's production capacities are limited as it grows and prepares 95% of the herbs used in production and wants to maintain control over the process and the quality of the products.

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Contents

Strategic Direction

Key Facts

Summary 1 Rukisu Teja Z/S: Key Facts

Summary 2 Rukisu Teja Z/S: Operational Indicators

Competitive Positioning

Summary 3 Rukisu Teja Z/S: Competitive Position 2015

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