

Salvest AS in Packaged Food (Estonia)

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Abstracts

Salvest is aiming to improve its position despite the difficulties within the Estonian food industry. The company's success relies on a long tradition and its experience and focus on local preferences. In addition, the company is targeting using local raw materials; however, the export market is also crucial, in particular due to the Russian embargo having a strong negative effect on the company's foreign sales. In order to move along with the changing market, Salvest is willing to continuously...

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