

Sherab Evi MMC in Alcoholic Drinks (Azerbaijan)

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Abstracts

Sherab Evi is focused on the ongoing updating and widening of the brand assortment in its outlets as a way to fulfil customer expectations. However, the company's more rapid growth and development are limited by the lack of culture of spirits purchases through specialist retailers among the population. Nevertheless, the company is able to sustain growth by leveraging on its strategic central location and promotional activities. Sherab Evi is expected to develop a network of specialised...

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Contents

Strategic Direction

Key Facts

Summary 1 Sherab Evi MMC: Key facts

Summary 2 Sherab Evi MMC: Operational Indicators

Internet Strategy

Company Background

Chart 1 Sherab Evi MMC: Sherab Evi in Baku - View 1

Chart 2 Sherab Evi MMC: Sherab Evi in Baku - View 2

Private Label

Competitive Positioning

Summary 3 Sherab Evi MMC: Competitive Position 2012

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