

Sinebrychoff Oy Ab in Soft Drinks (Finland)

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Abstracts

Sinebrychoff's future strategy involves strengthening its position in the Finnish soft drinks market through the use of active marketing campaigns and by focusing on new product development. The company aims to expand its consumer base by having only premium and niche products in its portfolio. The company's Strategy Director changed in 2015 and its new strategy director Juha Helminen is expected to strengthen the company's position, especially in the on-trade channel.

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Contents

Strategic Direction

Key Facts

Summary 1 Sinebrychoff Oy Ab: Key Facts

Summary 2 Sinebrychoff Oy Ab: Operational Indicators

Competitive Positioning

Summary 3 Sinebrychoff Oy Ab: Competitive Position 2016

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