

Societatea Nationala Plafar SA in Hot Drinks (Romania)

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Date: April 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S75B460B611EN

Abstracts

Over the forecast period, state-owned Societatea Nationala Plafar will attempt to strengthen its competitive position in tea by developing new health-orientated fruit/herbal tea products, while also working to improve distribution and marketing support for its established ranges. Together with the recent improvement in its financial health, such activities should help to make the company a more viable candidate for privatisation. In fact, Plafar has returned to its roots to once again become a...

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