

Tatranska Mliekaren as in Health and Wellness (Slovakia)

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Abstracts

Tatranska Mliekaren plans to continue to focus its attention on defending its position in dairy in Slovakia and retaining its private label manufacturing business. The company will more actively engage in offering product innovation and prize giveaways, significantly supporting its sales with price promotions and discounts. It will closely monitor the health and wellness trend and respond to customer demands, although its main focus will remain its standard dairy product portfolio.

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