

Velgijskaya Bumazhnaya Fabrika OOO in Tissue and Hygiene (Russia)

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Abstracts

In the face of intense competition, from both local and multinational players, one of the key strategic goals of Velgijskaya Bumazhnaya Fabrika is to maintain and strengthen its positions in the domestic market. In order to achieve its goals, the company will use the strategy of expansion of production and cost reduction. By 2014, the company's management hopes to increase sales to RUB290 million.

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