

Vesna PKK OAO in Home Care (Russia)

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Abstracts

Over the forecast period, Vesna's focus is expected to be on continuing new product development and improvements to its sales structure in order to ensure that it maintains its position in Russia, while also expanding to neighbouring countries. The company invests heavily in production, materials sourcing and new technology in order to maintain the quality of its products. By 2017, the company's management aims to become the leading player in the Russian bar soap category and to account for at...

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