

Vinexpert SRL in Alcoholic Drinks (Romania)

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Abstracts

Vinexpert continues to focus on intensive, rather than extensive, retailing of wine, with the company winning eight gold medals and seven silver medals for being the best wine importer in Romania. In terms of selling points, the company is present in Bucharest with four outlets targeting affluent consumers with high expectations and a preference for foreign wines. Furthermore, in order to compensate for the fact that it only focuses on Bucharest, the retailer has a well-developed internet retail...

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