

Vino Distribucia OOD in Alcoholic Drinks (Bulgaria)

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Abstracts

Vino Distribucia OOD is expected to continue channelling its strategy of teaming up with non-strategic partners and expose its assortment of products to a greater base of potential consumers. The company is forecast to optimise the venues of the stores it operates and focus on smaller sized ones but based in proximity to places with a high traffic (restaurants, city centres) in contrast with the previous strategy to focus on residential neighbourhoods. Expansion in the number of stores is not...

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