

Violeta doo in Tissue and Hygiene (Bosnia-Herzegovina)

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Abstracts

Having achieved the leading position in retail tissue and retail hygiene in Bosnia-Herzegovina, Violeta is now switching its focus to home care and personal care. The only area the company has not yet targeted in tissue and hygiene is the AFH channel. Managing so many different products will likely be a major challenge for Violeta over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 Violeta doo: Key Facts

Summary 2 Violeta doo: Operational Indicators

Competitive Positioning

Summary 3 Violeta doo: Competitive Position 2016

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