

Vispak dd in Hot Drinks (Bosnia-Herzegovina)

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Abstracts

Vispak has positioned its coffee range as traditional Bosnian products. This is working for it domestically, but if it is to grow outside of Bosnia-Herzegovina over the forecast period, Vispak will need to adapt its product range or find a different angle on marketing it.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Coffee, Other Hot Drinks, Tea.

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Contents

Strategic Direction

Key Facts

Summary 1 Vispak dd: Key Facts

Summary 2 Vispak dd: Operational Indicators

Competitive Positioning

Summary 3 Vispak dd: Competitive Position 2016

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