

# Vitaminka ad Banja Luka in Packaged Food (Bosnia-Herzegovina)

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## Abstracts

Vitaminka ad Banja Luka is the largest processor of fruit and vegetables in Bosnia-Herzegovina, with aspirations to become a regional leader. Since the majority stake at Vitaminka was acquired by Kreis Industriehandel AG in 2002, little progress towards this goal has been seen. The growth of the company is limited by the level of competition in neighbouring countries, as well as volatility within regional raw materials markets. In order to break these constraints, Vitaminka needs to invest in...

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## Contents

Strategic Direction

Key Facts

Summary 1 Vitaminka ad Banja Luka: Key Facts

Summary 2 Vitaminka ad Banja Luka: Operational Indicators

Company Background

Production

Summary 3 Vitaminka ad: Production Statistics 2013

Competitive Positioning

Summary 4 Vitaminka ad Banja Luka: Competitive Position 2013

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