

Vitaminka AD in Packaged Food (Bosnia-Herzegovina)

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Abstracts

Vitaminka is the largest processor of fruits and vegetables in Bosnia-Herzegovina. Since the majority stake of Vitaminka was acquired by Kreis Industriehandel AG back in 2002, the company has not seen much progress in achieving its goal of becoming a regional leader. Growth of the company is limited by competition in neighbouring countries and volatility on regional raw materials markets. In order to break these constraints Vitaminka needs to invest in differentiating its products by upgrading...

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