

Vitaminka AD in Packaged Food (Macedonia)

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Abstracts

Vitaminka ad is the number two player in savoury snacks and is an important player within overall packaged food in Macedonia. The strategic goal of Vitaminka ad is to further advance and cement its leading positions across various packaged food categories. By boosting its organic growth, the company aims to improve its performance and value sales on both the domestic and the international markets. The company has been abandoning less profitable areas of its business and it is now focusing on the...

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