

Vitana Slovensko spol sro in Packaged Food (Slovakia)

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Abstracts

Vitana Slovensko is expected to continue with frequent launches of new products during the forecast period. It will also continue to target independent consumer foodservice players, as its large network of sales representatives enables the company to maintain direct contact with a large number of customers. These independent players are generally neglected by multinational foodservice players. Direct promotion of its products is therefore warmly welcomed by foodservice managers, and this area...

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Contents

Strategic Direction

Key Facts

Summary 1 Vitana Slovensko spol sro: Key Facts

Company Background

Production

Competitive Positioning

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