

Vitinka ad in Soft Drinks (Bosnia-Herzegovina)

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Abstracts

Vitinka is the largest domestically owned manufacturer of soft drinks in Bosnia-Herzegovina. Such a status, although admirable, is limiting its potential since Vitinka cannot match the marketing investments of its closest rivals, Sarajevski Kiseljak in particular. Although the company remains profitable as it is, for more ambitious plans, like improving exports or even domestic market share, the company will need significant financial support, which makes it an attractive acquisition target.

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