

Vivaks DPPU in Soft Drinks (Macedonia)

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Abstracts

The strategic goal of Vivaks DPPU is to maintain its strong position in Macedonia within soft drinks, particularly its lead within the juice category. Vivaks DPPU focuses primarily on soft drinks manufacturing with a particularly strong focus and market presence within juice and RTD tea. The company is one of the most significant soft drink manufacturers in Macedonia, dedicating significant efforts and investments in promoting its own Viva soft drinks brand. At the same time Vivaks DPPU makes si...

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