

Zagrebacka Pivovara doo in Alcoholic Drinks (Croatia)

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Abstracts

Owned by Molson Coors Brewing, Zagrebacka Pivovara continued to be the leading beer manufacturer in Croatia. Even the changes in ownership (Zagrebacka Pivovara has been previously owned by Interbrew and AB InBev) did not do any damage to consumers' perception of the company as the most important brewery in the country. Investment towards the end of the review period in a new logistics/distribution centre near Zaprešić shows that the company's management intends to strengthen its local...

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Contents

Strategic Direction

Key Facts

Summary 1 Zagrebacka Pivovara doo: Key Facts

Summary 2 Zagrebacka Pivovara doo: Operational Indicators

Competitive Positioning

Summary 3 Zagrebacka Pivovara doo: Competitive Position 2014

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