

Zapadoslovenske Zriedla SR in Soft Drinks (Slovakia)

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Abstracts

The company's strategic direction for the forecast period is to increase the volume sales of its Slatina bottled water brand and to employ cost-saving measures in order to improve its efficiency levels, in response to its financial troubles at the start of the review period when the company had to sell its factory in Santovka to Aqua-mineral. In order to meet its objectives, the company also started to change its technologies and to reconstruct its production in order to become more...

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