

Zarea SA in Alcoholic Drinks (Romania)

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Abstracts

Zarea SA is well positioned within wine and spirits and will continue to focus on preserving its sales share within these categories. In 2015, there were no discussions about any possible new product developments, with the company set to focus on increasing the efficiency of its operations and ensuring better distribution in order to allow for higher margins.

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Contents

Strategic Direction

Key Facts

Summary 1 Zarea SA: Key Facts

Summary 2 Zarea SA: Operational Indicators

Competitive Positioning

Summary 3 Zarea SA: Competitive Position 2015

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