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Alcoholic beverage industry in Hungary: Business Report 2024

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Abstracts

This report is a comprehensive research of alcoholic beverage industry in Hungary.

The first two chapters of the report feature the country profile by giving general information on Hungary and by thoroughly studying its economic state, (including key macroeconomic indicators and their development trends). The third chapter covers common business procedures in the country: from starting a project to closing a business. This chapter elucidates the country's fiscal system, existing labour practices, property rights regulation peculiarities and other issues vital for running business in this country.

Further, the report analyses alcoholic beverage industry in the country by identifying key market players, (including major producers, traders, etc), as well by evaluating foreign economic relations within the sector in the recent three years. An important part of the report is Porter Five Forces analysis that surveys an industry through five major questions (What composes a threat of substitute products and services? Is there a threat of new competitors entering the market? What is the intensity of competitive rivalry? How big is the bargaining power of buyers? How significant is the bargaining power of suppliers?).

Related news bulletins update and add the finishing touch to an overview of economic situation in Hungary.

The aim of this study is to provide a tool which will assist strategy group and the management team specialists in making correct decisions as how to penetrate the Hungary market and how to catch the maximum commercial opportunities in dealing with business partners in this country.

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Contents

1. HUNGARY: COUNTRY PROFILE

1.1. Geographical position
1.2. Historical background
1.3. Demography
1.4. Administrative divisions
1.5. Political situation
1.6. Economic situation
1.7. Foreign relations
1.8. Social environment and culture. Cultural differences and their impact on business negotiations

2. HUNGARY: FINANCIAL AND ECONOMIC PROFILE

2.1. Country's Gross Domestic Product (GDP): historical trends and projection
2.2. Industrial production outlook
2.3. Hungary foreign trade
2.4. Current investment climate
2.5. Labor market overview. Current employment state
2.6. Ratings by major rating agencies

3. PECULIARITIES OF DOING BUSINESS IN HUNGARY

3.1. Procedures for starting a business
3.2. Routine for building permits obtaining
3.3. Registration of ownership rights
3.4. Basic terms of providing business loans by banks
3.5. Measures for investments protection
3.6. Tax system
3.7. Foreign trade transactions
3.8. Debt collection
3.9. Business liquidation

4. HUNGARY ALCOHOLIC BEVERAGE INDUSTRY OVERVIEW

5. HUNGARY ALCOHOLIC BEVERAGE INDUSTRY PORTER FIVE FORCES

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ANALYSIS

6. HUNGARY ECONOMY NEWS AND ANALYSIS DIGEST

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