

Ang Ngee Seng Import & Export Pte Ltd in Home Care (Singapore)

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Abstracts

Due to the growing competition coming from air care products offered under private label lines such as NTUC Fairprice and Giant, Ang Ngee Seng Import & Export Pte Ltd is expected to maintain its price competitiveness in order to target Singapore's price sensitive consumers. As the sophistication of Singaporean consumers continues to rise, the company is expected to improve the packaging and design of its products as well as offering a wider range of options in air care and home insecticides so...

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