

Asahi Food & Healthcare Co Ltd in Health and Wellness (Japan)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: A0454ADA8AAEN

Abstracts

Asahi Food & Healthcare aims to increase its profits, mainly by focusing on the domestic market through the cost reduction of raw materials by bulk purchases with Asahi Group and appropriate integrated production systems, from raw materials to finished products. The company is also strengthening its existing brand, Mintia, by launching new products and conducting aggressive marketing activities.

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