

Bach Tuyet Cotton Corp in Tissue and Hygiene (Vietnam)

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Abstracts

Starting in 2008, Bach Tuyet Cotton Corp suffered from the serious financial crisis, which forced it to rely on government support to recover. The company aims to restructure the whole organisation, especially its financial structure and management team, in order to survive and improve its performance over the forecast period. It strives to provide acceptable quality products at affordable prices and to rebuild consumer trust in its brands.

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