

Beijing Huiyuan Beverage & Food Group Corp in Soft Drinks (China)

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Abstracts

Beijing Huiyuan aims to consolidate its top position in 100% juice as well as its leadership in overall juice with its multichannel distribution strategy, including aggressive efforts in internet retailing, in order to meet consumers' pursuit of natural, healthy and nutritious beverages.

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Contents

Strategic Direction

Key Facts

Summary 1 Beijing Huiyuan Beverage & Food Group Corp: Key Facts

Summary 2 Beijing Huiyuan Beverage & Food Group Corp: Operational Indicators Competitive Positioning

Summary 3 Beijing Huiyuan Beverage & Food Group Corp: Competitive Position 2016



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