

Beijing Yanjing Brewery Co Ltd in Alcoholic Drinks (China)

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Abstracts

Beijing Yanjing Brewery Co Ltd is expected to face tougher competition in alcoholic drinks during the forecast period and will have to contend with the Chinese beer industry's integration, especially for first- and second-tier brands. The company will sustain its existing brand strategy, with a focus on new product development and aims to expand the company scale through mergers and acquisitions. By 2015, the company plans to become one of the top six manufacturers in the global beer category...

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