

Belcholat JSC in Packaged Food (Vietnam)

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Abstracts

Belcholat JSC aims to provide the Vietnamese consumers with premium chocolate products using modern technology from Belgium and imported high quality ingredients. The company will foster stronger presence in the market by building distribution and supply to corporate customers such as hotels, restaurants, bakery outlets and specialist coffee shops. In addition, growing the gift category for both individual usage and event will be the tool for the company to build brand name and grow share.

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