

Boncaf? (Thailand) Co Ltd in Hot Drinks (Thailand)

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Abstracts

Over the forecast period, Boncaf? (Thailand) Co Ltd is expected to focus on fresh coffee. Its activities in this category will include new product development and marketing so as to consolidate its high position in fresh coffee. This activity will also be done to better position the player in fresh coffee, which is quickly gaining interest among consumers owing to their increased sophistication and disposable incomes.

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