

Boncafé International Pte Ltd in Hot Drinks (Singapore)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B4EF6F2FA29EN

Abstracts

Boncafé International Pte Ltd seeks to be a leading player in gourmet coffee, tea and the foodservice industry by delivering high-quality products to consumers. While the company has been well positioned in fresh coffee, it has been able to adapt to the ever-changing taste preference of consumers by launching fresh ground coffee pods. This enables the company to retain brand loyalty as well as maintain its competitiveness.

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