

# Boncafé International Pte Ltd in Hot Drinks (Singapore)

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## 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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## Contents

Strategic Direction

Key Facts

Summary 1 Boncafé International Pte Ltd: Key Facts

Competitive Positioning

Summary 2 Boncafé International Pte Ltd: Competitive Position 2016

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