

Boon Rawd Brewery Co Ltd in Alcoholic Drinks (Thailand)

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Abstracts

Boon Rawd Brewery Co is expected to focus efforts on driving its profit margins, as opposed to fighting for volume share within alcoholic drinks over the forecast period. This move is due to the player's eagerness to diversify its portfolio, as well as expand beyond Thailand over the forecast period. That said, the player will still be keen on pushing out new product innovations that can help to sustain consumer interest amidst the highly competitive environment of alcoholic drinks.

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