

# BreadTalk Pte Ltd in Retailing (Singapore)

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## Abstracts

BreadTalk is expected to focus on growing the breadth and depth of its brand equity, as well as enhancing customer experience by aligning with what they want. As well as attempting to increase its presence in Singapore and other core markets such as Hong Kong and China, it will also focus on growing its portfolio of proprietary brands and franchise network in other overseas markets.

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