

Carlsberg Brewery Malaysia Bhd in Alcoholic Drinks (Malaysia)

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Abstracts

Carlsberg Brewery Malaysia Bhd (CBM) expects consumption to remain sluggish due to the rising cost of living. The company plans to reach out to consumers through expanding distribution, innovative campaigns and an improved merchandise mix. Moving forward, the company plans to drive cost efficiency in its supply chain and operation management. Aside from that, CBM has announced that it will focus on growing its premium portfolio and is likely to further expand its product portfolio by the introdu...

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