

# Cellarbration Pte Ltd in Alcoholic Drinks (Singapore)

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## Abstracts

Cellarbration Pte Ltd aims to build a stronger brand presence by boosting its marketing efforts. Being a small player in alcoholic drinks in Singapore, more emphasis will be placed on increasing its visibility, and in raising awareness of its brand among consumers. In addition to branding, the company plans to further develop its online retail shop, in terms of quality and service, amongst the growing competition through internet retailing. With the strengthening on its non-tangible...

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