

Cerebos Sdn Bhd in Consumer Health (Malaysia)

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Abstracts

Cerebos Sdn Bhd aims to strengthen its position in vitamins and dietary supplements by continuing to focus on research and development in order to launch new products that are suitable for market needs and demands. Marketing activities are also paid special attention by the company to raise awareness and brand equity for its core brand, Brand's.

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Contents

Strategic Direction

Company Background

Production

Summary 1 Cerebos Sdn Bhd: Production Statistics 2013

Competitive Positioning

Summary 2 Cerebos Sdn Bhd: Competitive Position 2013

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