

# Coca-Cola China Ltd in Soft Drinks (China)

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## Abstracts

In 2013, Coca-Cola China Ltd continued to lose off-trade value share amid fierce competition. In the forecast period, the company will put more emphasis on its performance in the western region of China and rural areas by distribution penetration to regain value share. In order to match its expedition plan in soft drinks, Coca-Cola will collaborate closely with both international and domestic bottling partners in China. In addition, more attention will be paid to developing new products and...

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