

Coca-Cola (Japan) Co Ltd in Soft Drinks (Japan)

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Abstracts

Coca-Cola (Japan), which had long adopted the Coca-Cola System where different bottlers produce products for local demands, started to restructure the bottlers with the aim of improving its profitability. Further to the integration of four bottlers in the Kanto region in 2013, the company is likely to integrate bottlers in other regions in the future.

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