

# Commonwealth Foods Inc in Hot Drinks (Philippines)

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## Abstracts

Commonwealth Foods Inc aims to improve its position and share in the hot drinks market by increasing its product presence in various distribution channels and by keeping its brand unit prices low, in order to appeal to price sensitive and low income consumers. The company will, however, have to compete with existing brands in coffee and other hot drinks, due to the more aggressive marketing campaigns of other local and international brands.

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