

Country Farms Sdn Bhd in Health and Wellness (Malaysia)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CC26AFEBD87EN

Abstracts

To remain the top player in the Malaysian organic industry over the forecast period, Country Farms Sdn Bhd is offering affordable and high-quality organic products in order to maintain consumer interest. Therefore the company decided to reduce prices by importing organic products in bulk and buying more from local organic farmers. Furthermore, it actively organises educational, promotional and awareness activities to educate consumers regarding the importance of eating and using organic...

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Contents

Strategic Direction

Key Facts

Summary 1 Country Farms Sdn Bhd: Key Facts

Company Background

Competitive Positioning

Summary 2 Country Farms Sdn Bhd: Competitive Position 2014

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