

CPF Trading Co Ltd in Retailing (Thailand)

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Abstracts

By focusing on food products, CPF Trading Co Ltd is expected to have more product varieties for its target customers over the forecast period. There will be four main categories of fresh meat, processed meat, ready meals and snacks. The products will be qualified under high-standard servings to consumers nationwide. It is expected to satisfy consumers, particularly modern people with hectic lifestyles.

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