

CPF Trading Co Ltd in Retailing (Thailand)

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Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: C38D3539EF6EN

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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