

# Dong Tam Nutrition Food JSC in Packaged Food (Vietnam)

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## Abstracts

Dong Tam Nutrition Food JSC's competitive strategy is to enhance customer satisfaction by suitable and high-quality products with great customer service at a reasonable price. Positioning itself as a health expert that is always reliable and concerned with its customers' wellness is the company's core focus. In addition, constantly working on consumer research and product development is another key strength enabling the company to stay in touch and relevant with the consumers' ever changing...

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