

Donga Otsuka Co Ltd in Soft Drinks (South Korea)

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Abstracts

Donga Otsuka Co Ltd continues to be innovative in its marketing and promotional activities to reinforce its brand image among the main consumer group. During 2013, the company launched campaigns such as supporting college students' outdoor workshop expenses through online events, holding a cycling campaign called the Blue Road Campaign. Moving forward, the company aims to build greater trust toward the company name by developing healthier products, taking social responsibility and providing more...

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Contents

Strategic Direction

Key Facts

Summary 1 Donga Otsuka Co Ltd: Key Facts

Summary 2 Donga Otsuka Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Donga Otsuka Co Ltd: Competitive Position 2013

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