

Dongwon F&B Co Ltd in Soft Drinks (South Korea)

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Abstracts

The company's strategy for 2013 is the “restructuring of management practices centred on profit” as the industry faces long-term economic stagnation and rapid changes to the business environment. It raised prices for its major product of canned tuna in 2012 and plans to improve profitability for other product categories. Specifically, analysing consumer patterns and customising to changing needs will be a critical aspect of the company's goals to increase its consumer base for the long term.

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