

Ecological Product JSC in Hot Drinks (Vietnam)

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Date: February 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: EC21B63A909EN

Abstracts

Ecological Product JSC has an ambitious goal to become the leading tea manufacturer and distributor in Vietnam. In order to achieve this, the company plans to launch new Vietnamese specialty tea products to cater to domestic demand, while also improving the quality of its products to ensure they adhere to international standards. Furthermore, the company intends to invest in activities geared towards strengthening its brand image at the global level.

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