

Fujian Changting Panpan Foodstuff Co Ltd in Packaged Food (China)

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Abstracts

Building on its strong presence in second and third tier cities, Fujian Changting Panpan aims to achieve a good sales performance in first tier cities in China during the forecast period. The company will continue to strengthen its presence in baked goods over the forecast period, mainly through new product development and investing in building its brand reputation. The company is notably expected to focus on developing higher-end packaged/industrial cakes and utilising new media channels for...

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