

Fwusow Industry Products Co Ltd in Pet Care (Taiwan)

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Abstracts

Fwusow Industry Products Co Ltd is pursuing a strategy that is leading to a better definition of its brand positioning. The company is likely to reinforce the distinction between its high-end, mid-price and standard mid-price brands amongst consumers. In addition, Fwusow may increase its promotion efforts and seek to expand distribution channels to broaden availability.

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