

# GCH Retail (M) Sdn Bhd in Packaged Food (Malaysia)

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## Abstracts

GCH Retail (M) Sdn Bhd aims to continue its marketing efforts by offering consumers significant value and a variety of products as well as collaborating with the government to introduce price subsidies for a higher number of fresh products, allowing consumers to enjoy low pricing. The company's priority is to improve small and medium enterprises to improve its production processes and marketing knowledge to grow as leading players.

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