

Gilamar Enterprises Inc in Hot Drinks (Philippines)

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Abstracts

Gilamar Enterprises will remain a significant player within tea, as its products focus on general wellbeing, which bodes well with the growing health and wellness trend in the country. Aside from the affordable pricing of its tea products, the company is expected to improve its distribution channels in both retail and foodservice in order to support its growth. Marketing promotions through social media and events will also help in increasing awareness of its products.

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