

Good Young Co Ltd in Hot Drinks (Taiwan)

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Abstracts

Facing the maturity of sales in Taiwan, Good Young Co plans to expand its operations and manufacturing facilities in China, along with its original factories and companies there. Furthermore, Good Young Co is a leading tea company with a history of long-term cooperation with farmers, facilitating a smoother manufacturing process and helping distribution. Good Young Co uses a multi-brand strategy to help increase sales, and has also started to develop products within coffee and chocolate-based...

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