

Guangdong Jiaduobao Beverage & Food Co Ltd in Soft Drinks (China)

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Abstracts

Guangdong Jiaduobao Beverage & Food Co Ltd is a young company to have achieved unprecedented success with its iconic herbal tea product, Jiaduobao. The company has experienced great crisis with the brand name transition from Wong Lo Kat to Jiaduobao. However, with an authentic recipe for herbal tea in hand and a strong sales network, Jiaduobao has witnessed even larger success through promotion and marketing activities to educate customers. In the forecast period, the company will strengthen...

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Contents

Strategic Direction

Key Facts

Summary 1 Guangdong Jiaduobao Beverage & Food Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Guangdong Jiaduobao Beverage & Food Co Ltd: Competitive Position 2013

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