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Guinness Anchor Bhd in Alcoholic Drinks (Malaysia)

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Abstracts

Guinness Anchor Bhd (GAB) foresees waning consumer confidence due to the weakening ringgit and inflationary pressure. This will be further aggravated by the increasing availability of affordable contraband brands that directly compete with the company's products. The company plans to counter this through product innovation, working with Royal Malaysian Customs and the Malaysian Anti-Corruption Commission to counter contraband beers, pursuing strategic partnerships with distributors and retailers...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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