

Haitai Confectionery & Foods Co Ltd in Packaged Food (South Korea)

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Abstracts

Haitai Confectionery & Foods Co Ltd is expected to focus on increasing shares in the domestic market which is dominated by four major confectionery companies. The company will continue investing in new product development and quality improvement. Meanwhile, the company created synergy with Crown Confectionery in distribution network and purchasing power. In the forecast period, Haitai Confectionery & Foods Co Ltd will try to maximise the synergy in market coverage and price negotiation.

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