

Hanoi Alcohol Beer & Beverages Corp (Habeco) in Alcoholic Drinks (Vietnam)

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Abstracts

Habeco is the third largest beer manufacturer, and the largest in northern Vietnam. During the early years of the forecast period, the company will continue to expand its market geographically throughout Vietnam. Marketing activities, including product road shows, promotions and media events, play an important role and will further be employed to increase customer awareness, especially in regions where Habeco's presence is new. The company is also planning to increase its export volume by...

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