

Hanwell Holdings Ltd in Packaged Food (Singapore)

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Abstracts

Hanwell Holdings Ltd is expected to strengthen its marketing and promotional efforts to earn consumers' interest in its brands in the forecast period. Expansion into new packaged food categories is unlikely to be the player's plan as it focuses on strengthening the product quality offered of its existing categories. Controlling overall production costs is also projected to be the player's key focus in the forecast period as it aims to improve the company's profits.

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