

# Hebei Yangyuan Zhihui Beverage Co Ltd in Soft Drinks (China)

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## Abstracts

With endeavour since it was founded, Hebei Yangyuan Zhihui Beverage Co Ltd outperformed its competitors and became the leading manufacturer in the Asian speciality drinks industry in China in 2013. The company attributes its success to the benefits of being first mover, having a clear product positioning and undertaking popular marketing activities. In the forecast period, the company will focus on expanding its production to national level by establishing new production bases. Innovation is...

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