

Hock Seng Food Pte Ltd in Packaged Food (Singapore)

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Abstracts

The company's strategies include leveraging on the strength of its brands, experienced sales and management teams, existing and new distribution networks as well as developing new products. The company expanded its business in Malaysia and China to fuel its growth. It is also more focused on distribution to retail outlets and the development of premium-quality products. Its aim is to provide an efficient, innovative and cost-effective distribution network domestically and internationally.

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