

# Hunya Foods Co Ltd in Packaged Food (Taiwan)

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## Abstracts

The strategic direction of Hunya Foods Co Ltd is to sharpen its brand value. The chief brands, 77, Tappl, and Always have an economy positioning and contribute low profit margins. Thus, the company developed chocolate confectionery through its research and launched its new premium brand: Chotty and Cotty in 2012. Most importantly, the company transferred a facility in Taiwan to a chocolate museum, a marketing strategy in order to increase the sales volume and to brighten the brand image.

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