

Hunya Foods Co Ltd in Packaged Food (Taiwan)

<https://marketpublishers.com/r/H2535BA0BFAEN.html>

Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: H2535BA0BFAEN

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.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Baby Food, Bakery, Canned/Preserved Food, Chilled Processed Food, Confectionery, Dairy, Dried Processed Food, Frozen Processed Food, Ice Cream, Impulse and Indulgence Products, Meal Replacement, Meal Solutions, Noodles, Nutrition/Staples, Oils and Fats, Pasta, Ready Meals, Sauces, Dressings and Condiments, Snack Bars, Soup, Spreads, Sweet and Savoury Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Hunya Foods Co Ltd: Key Facts

Summary 2 Hunya Foods Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Hunya Foods Co Ltd: Competitive Position 2012

I would like to order

Product name: Hunya Foods Co Ltd in Packaged Food (Taiwan)

Product link: <https://marketpublishers.com/r/H2535BA0BFAEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H2535BA0BFAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970