

Ito En Ltd in Soft Drinks (Japan)

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Abstracts

Ito En aims to be a leading global tea company. By doing so, the company not only intends to increase its sales but also wants to promote Japanese tea culture globally. By fiscal year 2017, the company aims to achieve net sales of JPY500 billion. In order to achieve this, the company plans to reinforce its profit structure and expand its portfolio domestically, as well as strengthen its overseas business.

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