

Kataoka & Co Ltd in Hot Drinks (Japan)

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Abstracts

Kataoka & Co plans to reinforce its marketing activities during the forecast period, as well as expand its product portfolio through strengthening its relationships with the global owners of key hot drinks brands and its subsidiary companies. In recognition of the importance of the unique demands of competing in hot drinks in Japan, the company seeks to confer innovative values on its products in addition to seeking new products and brands to distribute within Japan.

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