

Key Coffee Inc in Hot Drinks (Japan)

https://marketpublishers.com/r/K754AE6A203EN.html Date: June 2013 Pages: 2 Price: US\$ 150.00 (Single User License) ID: K754AE6A203EN

Abstracts

Key Coffee is intent on preventing the commoditisation of coffee in Japan by focusing on presenting its coffee as being a high-quality and authentic product. Under its new slogan "Passion of coffee," the company aims to be the most trustworthy coffee company in Japan. The company plans to concentrate on establishing long-term appeal by emphasising its reputation for quality and service.

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: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

Get a detailed picture of the Hot Drinks 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 Key Coffee Inc: Key Facts Summary 2 Key Coffee Inc: Operational Indicators Company Background Production Competitive Positioning Summary 3 Key Coffee Inc: Competitive Position 2012



I would like to order

Product name: Key Coffee Inc in Hot Drinks (Japan)

Product link: https://marketpublishers.com/r/K754AE6A203EN.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: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/K754AE6A203EN.html</u>

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

Custumer signature _____

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

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