

Khao Shong Industry 1979 Co Ltd in Hot Drinks (Thailand)

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Abstracts

With great opportunities expected within specialist coffee shops, Khao Shong Industry 1979 Co is not only expected to focus on its retail coffee sales, but also on foodservice sales under its outlet, "Coffee station by Khao Shong". To offer drive-through coffee shops is another plan of the company to strengthen its sustainability and stay ahead of the competition. Nonetheless, the player's core business will continue to be 3-in-1 instant coffee. The company may apply integrated marketing...

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Contents

Strategic Direction

Key Facts

Summary 1 Khao Shong Industry 1979 Co Ltd: Key Facts

Summary 2 Khao Shong Industry 1979 Co Ltd: Operational Indicators

Company Background

Production

Summary 3 Khao Shong Industry 1979 Co Ltd: Production Statistics 2014

Competitive Positioning

Summary 4 Khao Shong Industry 1979 Co Ltd: Competitive Position 2014

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