

Khong Guan Biscuit Factory (Singapore) Pte Ltd in Packaged Food (Singapore)

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Abstracts

Khong Guan Biscuit Factory plans to capitalise on the strength of its brand as a household name among consumers and continue its marketing efforts over the forecast period to attract and retain its consumers. It may also revamp its packaging to suit the modern lifestyles of consumers and introduce new flavour variants in order to attract them.

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Contents

Strategic Direction

Key Facts

Summary 1 Khong Guan Biscuit Factory (Singapore) Pte Ltd: Key Facts

Competitive Positioning

Summary 2 Khong Guan Biscuit Factory (Singapore) Pte Ltd: Competitive Position
2015

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