

Kinh Do Corp in Packaged Food (Vietnam)

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Abstracts

Kinh Do Corp's strategic direction is to focus on developing the people, the products and more efficient operation systems via its "institutionalisation" plan towards adopting a new business model. In terms of people, Kinh Do continues to recruit and train talented employees to improve customer service and help the company grow in different business fields, especially distribution, marketing and branding. The company also invests in product research and innovation to widen the product portfolio...

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