

K&K Foods Ltd in Packaged Food (Taiwan)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: K9702FB9916EN

Abstracts

As the strategic partnership with McDonald's provides the majority of sales value for K&K Foods Ltd, the company aims to gain this co-operational relationship through high quality and certified packaged foods to maintain its profits in foodservice. In 2012, K&K Foods Ltd had limited channels for retailing, so it plans to add more channels, such as internet retailing.

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Contents

Strategic Direction

Key Facts

Summary 1 K&K Foods Ltd: Key Facts

Company Background

Production

Competitive Positioning

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