

Korea Ginseng Corp in Consumer Health (South Korea)

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Abstracts

The company appointed Mr Jung-Wook Park as its new CEO in October 2015. In order to fight the stagnating ginseng segment, the company is focusing in developing interesting new products. Its research and development efforts were somewhat lacking when sales were at their highest growth stage. The new CEO is aware of the need to reinvigorate the segment, and, to this end, will focus on research and development to deliver unique and competitive new products. One such product launched in 2015 that...

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