

Kuai Kuai Co Ltd in Packaged Food (Taiwan)

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Date: February 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: KF36847565BEN

Abstracts

Kuai Kuai Co Ltd aims to invest more in research and development in order to launch innovative products which are healthier and tastier and which satisfy consumer demand. The company is expected to adopt an interactive marketing strategy which involves integrating its online marketing together with television advertising so as to further raise brand awareness.

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