

Kuang Chuan Dairy Co Ltd in Soft Drinks (Taiwan)

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Abstracts

Kuang Chuan Dairy Co Ltd has a very wide product portfolio in soft drinks, covering juice, RTD tea, RTD coffee and sports drinks. The company is expected to continue following a conservative approach to expanding its business, which has enabled it to remain one of the leading players in dairy and soft drinks in Taiwan for some time. The company is expected to undertake occasional mass promotions in order to strengthen consumer awareness.

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