

Kui Fat Yuen Ltd in Packaged Food (Hong Kong, China)

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Abstracts

Over the forecast period, Kui Fat Yuen Ltd is expected to further capitalise on its good reputation in premium rice and the global food safety issues to extend its reach among mid-to-high-income consumers. The reason for reaching out to more of these consumers is that they are willing to pay a premium for security purposes. Cost-optimisation is another focus for the player, as it seeks to ensure rice remains affordable to consumers despite being at a premium level.

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