

La Vie Joint Venture Co in Health and Wellness (Vietnam)

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Abstracts

La Vie Joint Venture will continue to maintain a large marketing and advertising budget to keep its brand constantly well known among consumers. At the same time, it will also upgrade its manufacturing capability to be able to cater to more people, and expand its distribution network throughout the country to reach more remote and untapped areas. With these strategies, the company is expected to stay on top of NH still natural mineral bottled water and NH bottled water over the forecast period.

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