

Lee Kum Kee (S) Pte Ltd in Packaged Food (Singapore)

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Abstracts

Over the forecast period, Lee Kum Kee (S) Pte Ltd is expected to continue to innovate and expand its range of sauces, especially in wet/cooking sauces amid the intense competition from other established trade players. The company is likely to introduce new variants and flavours, as well as in packaging that will be more convenient for consumers' usage. In order to maintain its dominance in oyster sauce, Lee Kum Kee is expected to enhance its marketing promotions to entice consumers to purchase.

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Contents

Strategic Direction

Key Facts

Summary 1 Lee Kum Kee (S) Pte Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Lee Kum Kee (S) Pte Ltd: Competitive Position 2013

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