

LG Household & Health Care Ltd in Soft Drinks (South Korea)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: L542833420FEN

Abstracts

LG Household & Health Care is striving to improve the performance of its beverage business division. With the ownership of major global brands, the company plans to expand its influence into beverage categories other than carbonates. The company's competitive advantages are its established network of distribution, brand power and streamlined decision making process, as well as R&D. By exploiting these strengths, the company is expected to aggressively pursue new opportunities in the soft drinks...

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