

# Malaysia Milk Sdn Bhd in Health and Wellness (Malaysia)

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## Abstracts

Malaysia Milk aims to maximise its operations by distributing to as many retail outlets as possible and maintaining product quality and taste. The company faces the challenge of limited chiller facilities in most modern and traditional grocery retail outlets, with only limited amounts of products being able to be stored in these channels. As a result, Malaysia Milk plans to adopt a co-investment tactic to help retailers provide more chiller facilities at its retail outlets to keep products...

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