

Masan Food Corp in Packaged Food (Vietnam)

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Abstracts

Masan Food Corp aims to gain more consumer awareness and preference by focusing on improving the product quality and customer service. Keeping the company's motto "Customer is KING" in mind, Masan will continue to explore more recent consumer trends and develop new products suitable for the new modern lifestyle. In order to achieve that, nurturing talents to enhance the distribution network and developing effective marketing campaigns will be the core focus to maintain the brand equity and...

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Contents

Strategic Direction

Key Facts

Summary 1 Masan Food Corp: Key Facts

Summary 2 Masan Food Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Masan Food Corp: Competitive Position 2012

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