

Monalisa Co Ltd in Tissue and Hygiene (South Korea)

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Abstracts

After renovating its manufacturing facility in 2011, the company should be competitive in terms of reducing raw costs, which directly related to price competitiveness. Strengthening its brand marketing in the profitable category of incontinence, more diversified premium retail hygiene and tissue will be key issues for further growth during the forecast period. In line with this, the company is planning to have a close relationship with private label owners in order to sustain ideal...

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Contents

Strategic Direction

Key Facts

Summary 1 Monalisa Co Ltd: Key Facts

Summary 2 Monalisa Co Ltd: Operational Indicators

Company Background

Production

Summary 3 Monalisa Co Ltd: Production Statistics 2012

Competitive Positioning

Summary 4 Monalisa Co Ltd: Competitive Position 2012

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