

Muihua Sdn Bhd in Alcoholic Drinks (Malaysia)

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Abstracts

Muihua Sdn Bhd is expected to increase its marketing efforts by organising more wine tasting and networking events and more promotions. More attention is likely to be directed to its digital marketing, such as using social media platforms to leverage the proliferation of broadband and social media users. The company is set to stay attuned to the changes in the preferences of the upwardly mobile consumers and align its product portfolio accordingly, with the aim of fulfilling its consumers'...

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