

Namyang Dairy Products Co Ltd in Soft Drinks (South Korea)

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Abstracts

The company is focusing on strengthening its retailing structure to include internet retailing. The company's future plans and anticipated direction are likely to target enhancing sales of its products in this retail channel. For instance, 2016 saw the company launch milk formula which is exclusively sold online, targeting Chinese consumers. Having suffered from consumer boycotts in the past, the company has reduced its marketing expenditure in order to focus on enhancing sales and gathering con...

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