

New Concept Product Co Ltd in Hot Drinks (Thailand)

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Abstracts

Along with research into product innovation with the purpose of better serving more-sophisticated demand in Thailand, New Concept Product Co is expected to employ an integrated marketing strategy to support growing sales over the forecast period. A budget will be set for marketing through online communications via different types of media. While Thai consumers are spending more time online, they are likely to be involved in more activities through such media and the company will be making great...

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Contents

Strategic Direction

Key Facts

Summary 1 New Concept Product Co Ltd: Key Facts

Summary 2 New Concept Product Co Ltd: Operational Indicators

Company Background

Production

Summary 3 New Concept Product Co Ltd: Production Statistics 2014

Competitive Positioning

Summary 4 New Concept Product Co Ltd: Competitive Position 2014

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