

Nisshin Seifun Group Inc in Packaged Food (Japan)

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Abstracts

In order to grow its business further, Nisshin Seifun Group Inc has shifted its strategy from increasing its value sales to focusing on its net profits. The company is targeting a 6% increase in its value sales year-on-year to reach JPY750.0 billion in 2020. To achieve this target, Nisshin Seifun aims to use promotional strategies that it hopes will bring a high return on investment. In terms of product development, the company is focusing on premium products as well as looking to expedite the...

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