

Nong Shim Co Ltd in Soft Drinks (South Korea)

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Abstracts

For Nong Shim, soft drinks is a small area of business focus compared with its core business interests in instant noodles and snacks. The company does not go to any great efforts to innovate in soft drinks and it thus offers a small number of brands in the industry. However, the company is set to continue focusing on its bottled water business in order to develop an iconic brand. Its Baeksansoo bottled water brand is one of the most prominent names in the category and it has the potential to gro...

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