

Oji Paper Co Ltd in Packaging Industry (Japan)

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Abstracts

The strategic direction of Oji Paper Co Ltd is to continue to reinforce its structural business transformation. To cope with very strong competition and the fact that consumer packaging is mature, the company has expanded into material converted products which integrates its business model in packaging. By utilising a variety of Oji Holdings Corporation group companies, the company offers from paper materials to packaging in business solutions in order to maintain and increase its sales.

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