

Outsell Health Product Development Co Ltd in Hot Drinks (China)

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Abstracts

As a leading slimming tea products company, Outsell Health Product Development Co Ltd has scattered its subsidiaries in 83 major cities in China. The company is also famous for its technology and innovation in expanding both product range and packaging formats. Although Outsell expanded dramatically from 2000 to 2009, thanks to its successful marketing and promotion activities, the company has experienced continuous operating deficits ever since its IPO in the Hong Kong stock market in 2010.

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