

# Pran Talay Marketing Co Ltd in Packaged Food (Thailand)

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## Abstracts

Pran Talay Marketing Co's marketing strategy will focus on significantly enhancing the company's leadership in processed ready-to-eat and ready-to-cook seafood innovations, in both frozen and chilled formats. In 2013, the company innovated with new ready-to-eat products in dried format, Mobile Meals. In addition to focusing on domestic sales, the company is expected to further penetrate into exported goods. With the plan to be listed on the Thailand Stock Exchange, the company expects to raise...

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