

President Bakery PCL in Packaged Food (Thailand)

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Abstracts

President Bakery is aiming to invest in new machines, transport and advanced information systems in addition to the plan to expand its new production line, boosting its manufacturing capacity in preparation for an expected growth in domestic demand for industrial/packaged bread. Moreover, the company aims to release new products focusing on ready-to-eat and high valued-added items in baked goods. Its proportion of revenue from exports is expected to increase once the company conducts a...

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