

Samyang Corp in Packaging Industry (South Korea)

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Abstracts

Against the growing competition in the PET bottles market, Samyang Corporation is set to boost sales and profitability through cost-reduction strategies through its vertically integrated supply chain for raw materials and the introduction of differentiated new products such as lightweight PET bottles.

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Contents

Strategic Direction Key Facts Summary 1 Samyang Corporation: Key Facts Summary 2 Samyang Corporation: Operational Indicators Company Background Production Summary 3 Major End-use Markets for Samyang Corporation by Pack Type 2011 Competitive Positioning



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