

Santa Boeki Pte Ltd in Health and Wellness (Singapore)

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Date: May 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: SBA87735EA5EN

Abstracts

Santa Boeki is expected to expand its presence within health and wellness via the gaining of distribution rights for new brands. In addition, the company is also likely to focus on Japanese brands, which are perceived as offering greater quality and can thus help to attract consumers.

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