

Seoul Dairy Cooperative in Packaged Food (South Korea)

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Abstracts

To overcome a difficult period for the dairy industry, Seoul Dairy Cooperative focuses on producing higher-quality fresh milk as a leading player. Because of intensive price competition in fresh milk, it was difficult to turn a profit. As a result, its strategic direction was to focus on improving product quality within fresh milk. On the other hand, the company aims to actively introduce new products that meet the latest trends, including convenient and unique brands within cheese, jelly, juice...

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Contents

Strategic Direction

Key Facts

Summary 1 Seoul Dairy Cooperative: Key Facts

Summary 2 Seoul Dairy Cooperative: Operational Indicators

Competitive Positioning

Summary 3 Seoul Dairy Cooperative: Competitive Position 2017

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