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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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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