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Serm Suk PCL in Soft Drinks (Thailand)

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Abstracts

Apart from managing to market its core products under its own brands of Est and Crystal, the company responds to the market by promoting products in carbonates and non-carbonates with its emphasis on the latter. Serm Suk PCL would leverage its key competitive advantages in terms of a strong distribution network in order to achieve sustainability over the forecast period. The company has been building a business relationship with over 200,000 local retailers nationwide. For its products the...

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