

# Shandong Dong-E E-Jiao Co Ltd in Consumer Health (China)

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### **Abstracts**

Shandong Dong-E E-Jiao will continue new product development over the forecast period, to further boost the product technical threshold. Meanwhile, the company will carry out raw materials procurement from the global market and seek cooperation with international players, in order to enhance the efficiency of the entire industry chain. In addition the company will strengthen its multi-brand strategy, with a focus on E-Jiao products, and optimise the distribution network with various channels.

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