

Shineway Group in Packaged Food (China)

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Abstracts

Shineway Group is expected to remain the leading company in canned/preserved meat and meat products and chilled processed meat in the forecast period. The company will continue to benefit from its strong distribution reach and good reputation for quality. The company is expected to further focus on expanding distribution in smaller cities and towns in the forecast period and will also continue to invest heavily in new product development tailored to suit changing consumer trends. Chilled...

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Contents

Strategic Direction

Key Facts

Summary 1 Shineway Group: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Shineway Group: Competitive Position 2014

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