

Sims Trading Co Ltd in Packaged Food (Hong Kong, China)

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Abstracts

Over the forecast period, Sims Trading Co Ltd is unlikely to expand beyond its existing markets but rather look to strengthen its foothold in its existing markets, especially China. Exploration into new brands that can suit the needs of foodservice operators will also be a key focus for the player so as to strengthen its portfolio and in turn its competitive edge.

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Contents

Strategic Direction

Key Facts

Summary 1 Sims Trading Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

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