

SsangYong C&B Co Ltd in Tissue and Hygiene (South Korea)

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Abstracts

Based on technological knowledge in producing retail tissue, diapers and other core business products, SsangYong C&B Co Ltd plans to increase its overall share. With a strategic relationship with private label distributor E-Mart, the company plans to widen its customer base and retail value growth at the same time. Through strengthening the brands Codi and Cutie, the company will be able to attract potential consumers.

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