

ST Corp in Home Care (Japan)

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Abstracts

ST Corp has moved towards the establishment of its slogan 3Gs: Growth, Global and Group. With the new CEO Yukimasa Yoneda in April 2012, the company will strive to achieve higher profit margins through value-added offerings, in particular air care. Its flagship air care brand Shoshuriki will play a large role in promoting this objective. The company's new business alliance with Fumakilla Ltd and NS Fafa Japan Co Ltd in March 2012 will help the company to seek further growth. Whilst the company...

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