

# Summit Co (M) Sdn Bhd in Tissue and Hygiene (Malaysia)

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Date: August 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: SC1758A3E9EEN

## Abstracts

Over the forecast period, Summit Co (M) Sdn Bhd is likely to distribute its Pureen brand as the products are already well-known in the country. In order to satisfy consumers' ever-changing and diverse tastes, and further enhance brand loyalty and strengthen its position, the company is expected to step up its effective marketing campaigns and promotions, as well as to improve the efficiency of its domestic logistics system in Malaysia.

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