

Suomi Co Ltd in Tissue and Hygiene (South Korea)

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Date: June 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: SB1D2E0753CEN

Abstracts

Suomi Co Ltd started as a small manufacturer of baby wipes, but its brand, Sundung-i is now one of the leading brands within baby wipes with a dramatic value growth rate since 2009. The company recorded the first place in internet retailing channel, and it became the second largest brand in total baby wipes. The company concentrates on the internet retailing distribution channel to save on operating margins and invests more in ingredients for the products to ensure consumer confidence about the...

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