

Takara Shuzo Co Ltd in Alcoholic Drinks (Japan)

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Abstracts

With the consumer trend to stay away from traditional Japanese alcoholic drinks, Takara is experiencing challenges in developing its business. Takara Shuzo aims to strengthen its sustainability by increasing profitability, developing unique products to stimulate consumer interest and reinforcing various brands to acquire a more established position. At the same time, the company aims to expand and strengthen distributorship overseas in order to be prepared to grow significantly.

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