

# Tenfu Group in Hot Drinks (China)

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## Abstracts

Tenfu Group, which is one of the leading tea companies in China, is expected to maintain its multi-brand and multi-product strategies. In the forecast period, the company's primary focus will be to further improve its brand awareness. Tenfu Group will keep expanding its sales network, introduce new products to meet changing market demand and try to differentiate itself by offering a personalised shopping experience.

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