

Trung Nguyen Corp in Hot Drinks (Vietnam)

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Abstracts

Facing growing competition, over the forecast period Trung Nguyen plans to step up marketing activities in order to increase consumer awareness of its brands. In the wake of the caffeine scandal that came to light in Vietnam in 2016, the company is expected to focus in particular on marketing activities that emphasise the quality of its products and strengthen consumer trust in its brands. In terms of its long-term strategic direction, the company has the very ambitious goal of becoming one of t...

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