

Uni-President (Thailand) Co Ltd in Soft Drinks (Thailand)

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Abstracts

Uni-President (Thailand) Co continues to diversify its business by promoting its own brands as well as increasing revenues from its OEM business. Product innovations are expected to be introduced in the coming years, in particular within juice and RTD coffee, whereas it is less dynamic within RTD tea due to aggressive competition from the two key players. In order to increase the company's sales, it is allocating a large budget for marketing and advertising to support the strong performance of...

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