

URC Vietnam Co Ltd in Health and Wellness (Vietnam)

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Date: May 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: U4B1B87D5CFEN

Abstracts

Given the serious food safety scandal with excessive amounts of lead found in its C2 RTD tea and Red Dragon energy drink products, URC Vietnam Co's mission is to redeem its image in Vietnam. Similar to its formidable competitor, Tan Hiep Phat Group, the company might focus on charity and PR activities to create an image of a socially responsible business.

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