

Wowprime Corp in Consumer Foodservice (Taiwan)

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Abstracts

Wowprime Corp enjoys a strong brand image and level of consumer confidence, thus allowing the company to command higher prices. However, weak purchasing power, along with rising costs, poses a significant challenge. As a result, the company must continue to address affordability issues for many of its brands, while quality control over sourcing of ingredients will also remain a significant issue for Wowprime Corp as pressure on the bottom line rises.

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