

# Yamaya Corp in Packaged Food (Japan)

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## Abstracts

Since its establishment in 1970, Yamaya Corp has had a corporate philosophy of contributing to society by streamlining its distribution and sales and improving the quality of lives of consumers. Therefore, it aims to sell high quality products at low prices by reducing costs in the distribution process. One of its strategies to achieve this is the creation of a “world liquor system”, which enables it to purchase products not through other domestic companies but directly from overseas...

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## Contents

Strategic Direction

Key Facts

Summary 1 Yamaya Corp: Key Facts

Summary 2 Yamaya Corp: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Yamaya Corp: Private Label Portfolio

Competitive Positioning

Summary 4 Yamaya Corp: Competitive Position 2014

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