

# 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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