

Yong Qing Enterprises Co Ltd in Pet Care (Taiwan)

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Abstracts

Yong Qing Enterprises Co Ltd is expected to continue to pursue a strategy of offering a very large portfolio of pet food and pet products to cater to a wide range of pet owners and their specific pet needs. Stronger branding and awareness are crucial to Yong Qing's ability to build a stronger nationwide presence, outside the company's central Taiwan base, in the face of rising competition.

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