Warning: mb_convert_encoding(): Illegal character encoding specified in **/home/appleld/public_html/plugins/content/image/emogrifier.php**
on line
57

Warning: Emogrifier::emogrify(): Invalid Document Encoding in **/home/appleld/public_html/plugins/content/image/emogrifier.php**
on line
60

In pace with the globalisation progress, our living standards are getting higher and better. Therefore, we need to enhance our product design and quality continuously to gain the market share. Research and Development (R&D) is necessary for the introduction of new products and maximise the satisfaction of the market.

To get to grips with the diverse nature of competitive markets, understanding the market needs and trends are one of the major steps in designing a customer-driven marketing strategy.

Our innovation aspects are mainly focusing on the product design, labels and packaging, and product quality. Periodically, marketing department will carry out the market surveys and perform the market analysis. We then compare and contrast the market condition with the data collected to design the appropriate marketing strategies. Trend and demands are changing with time; therefore, continuous improvement is the only path to be successful.