

# America Watch Dealers & Trading Co in Personal Accessories (Malaysia)

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## Abstracts

America Watch Dealers & Trading Co aims to strengthen its competitive edge by an aggressive expansion strategy and rebranding exercises. The company has rebranded several America Watch outlets to AWG Fine Watches outlets to reflect a more premium brand image. It will continue to rebrand its existing outlets to AWG Fine Watches whenever possible. In addition, the company will be looking to distribute more popular brands of watches in the future, in order to remain competitive within the...

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