

Amway (Thailand) Ltd in Consumer Health (Thailand)

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Abstracts

Amway (Thailand) Ltd is expected to utilise its competitive advantage and strong brand loyalty and long-term establishment in Thailand. With the expectation that the country's economy will improve, the company is likely to adopt an aggressive marketing plan, introducing product innovation and better quality claims. More importantly, Amway is expected to make attempts to maintain its existing customer base as well as appealing to a new target audience with its strong product portfolio and other m...

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