

# Amway (Thailand) Ltd in Retailing (Thailand)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: A25CF797BE7EN

## Abstracts

Amway (Thailand) aims to maintain its leading position in direct selling in Thailand. After its success in previous years, Amway will continue to use the AmwayNEXT strategy. This strategy is mainly focused on brand experience and solutions through quality products which satisfy consumers' needs. Amway will rely on digital media to support Amway business owners and increase consumer engagement. It will focus on more profitable and popular products, such as Nutrilite food supplements, Artistry...

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