

Apex Toys Co Ltd in Toys and Games (Thailand)

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Date: February 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: AB917A2237CEN

Abstracts

Apex Toys is expected to introduce new imported branded toys to Thailand, particularly the renowned Japanese toy brands to stress distinctive competencies of the company. Over the forecast period, the company is likely to expand its Apex Corner to high traffic zones after the establishment of the first own toy specialty stores in Siam Square. Its active marketing campaigns will continue to promote sales countrywide, powered by the interactive communication of its Facebook page, increasing the...

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