

# ARS Chemical (Thailand) Co Ltd in Home Care (Thailand)

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## Abstracts

ARS Chemical (Thailand) focuses on marketing its product portfolio in home insecticides and air care. The company aims to retain its position in home care by strengthening brand awareness amongst its target audience. The company aggressively promotes its products in spray/aerosol insecticides, insecticide baits/coils and electric insecticides, and does continuous research into product development. More importantly, the company continues to boost its corporate image and increase its connection...

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