

# Asia Brands Management Sdn Bhd in Beauty and Personal Care (Malaysia)

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## Abstracts

Asia Brands Management is in the midst of rebranding its Anakku brand, with the aim of international expansion in the near future. More Anakku boutiques are undergoing refurbishment to reflect a classy brand image in order to attract more customers. The company will also be more innovative in terms of product development in baby and child-specific products to compete with other international brands, such as Johnson's Baby and Pigeon. Since consumers in Malaysia are showing more sophisticated...

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