

Asos Plc in Apparel and Footwear (Singapore)

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Abstracts

With the proliferation of mobile commerce in Singapore, Asos aims to extend its existing mobile shopping apps to Singapore over the forecast period, as Singapore is a country that has one of the highest proportions of smartphone users. In addition to increasing convenience regarding access to its products, Asos strives to be one of the leading online retailers in Singapore by improving on its digital marketing, to raise brand awareness among Singaporeans and further build its brand presence in...

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