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Better Way (Thailand) Co Ltd in Beauty and Personal Care (Thailand)

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Abstracts

With a strong brand and a long presence in Thailand, Better Way (Thailand) will continue to focus on brand-building and brand strengthening for Mistine. The company plans to improve its supply chain and logistics system to efficiently cover the widespread demand in Bangkok and provincial areas. In addition, due to a shift towards digitalisation, the company developed a new mobile application to reduce the cost of the offline catalogue and to have a more efficiently managed marketing budget. The...

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Contents

Strategic Direction
Key Facts
  Summary 1 Better Way (Thailand) Co Ltd: Key Facts
  Summary 2 Better Way (Thailand) Co Ltd: Operational Indicators
Competitive Positioning
  Summary 3 Better Way (Thailand) Co Ltd: Competitive Position 2016

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