

Bio Consumer Co Ltd in Beauty and Personal Care (Thailand)

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Abstracts

Bio Consumer is expected to focus on brand-building and strengthening tactics. It is likely to achieve a strong brand reputation by employing a brand ambassador strategy. As its target audience remains within the younger generation, the company will acquire a Korean-style marketing theme in launching marketing campaigns and activities in order to strengthen brand awareness. Also, the company is expected to drive sales through its core categories of fragrances, men's grooming and deodorants.

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