

Bonia Corp Bhd in Apparel (Malaysia)

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Abstracts

Bonia Corp's strategic direction involves refurbishing its existing boutiques and brand upgrading. The company has expanded its brands in some major high-traffic shopping malls locally and also globally. The company is also looking to hold licenses for international brands, and the distributorship and dealership of leading brands.

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Contents

Strategic Direction

Key Facts

Summary 1 Bonia Corp Bhd: Key Facts

Summary 2 Bonia Corp Bhd: Operational Indicators

Company Background

Chart 1 Bonia Corp Bhd: Bonia in Genting Highland

Chart 2 Bonia Corp Bhd: Carlo Rino in Genting Highland

Chart 3 Bonia Corp Bhd: Bonia in Selangor

Chart 4 Bonia Corp Bhd: Sembonia in Selangor

Production

Competitive Positioning

Summary 3 Bonia Corp Bhd: Competitive Position 2012

Internet Strategy

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