

Boots Retail (Thailand) Ltd in Retailing (Thailand)

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Abstracts

Boots Retail (Thailand) Ltd will apply integrated marketing with the purpose of boosting sales in Thai market over the forecast period. Greater penetration of outlet expansion is likely. It will also acquire larger customer base through its Advantage card membership. Promotional pricing, special discounts and other privileges will be offered to customers. Marketing insight especially for consumer preference and behaviour will be researched in order to come up with key factors to create...

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