

Casio Singapore Pte Ltd in Personal Accessories (Singapore)

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Date: October 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CB2BC6948BFEN

Abstracts

During the forecast period, Casio Singapore Pte Ltd is expected to focus on its Baby G and G Shock brands for innovations and marketing, with the aim of better capturing young consumers' interest. It is also likely to engage celebrities as spokespeople to arouse interest among this consumer group.

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