

Central Group in Consumer Appliances (Thailand)

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Abstracts

Central Group remains at the forefront in terms of developing innovative and diverse retail formats. In a bid to maintain the strong growth in its existing stores, it continues to come up with dominant retail brands in Thailand, as is evident from its pioneering speciality retail formats. The company has also ensured its continual expansion in both its domestic and international business networks in order to gain a larger customer base. At the same time, the company has firmly upheld its founder...

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