

Central Group in Consumer Electronics (Thailand)

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Date: August 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: C00C0ECDB58EN

Abstracts

Central Group aims to maintain its leading position among department stores in Thailand by continuing to expand store-based operations, as well as pushing aggressively to increase online sales. The company operates across different department store categories, supermarkets, hypermarkets, convenience stores, forecourt retailers and non-grocery specialists. Upcountry and metropolitan areas will be key destinations for new outlets and, in 2017, the company aims to open new department stores within...

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