

Central Watson Co Ltd in Retailing (Thailand)

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Abstracts

Store expansion remains a key strategy for Central Watson, particularly in Bangkok and near tourist attractions. The company plans to expand by around 50-55 outlets each year over the forecast period. Private label is also one of its key strategies. The company plans to launch a new private label brand each year, for example in 2016 the company introduced over 200 private label SKUs to the market. Another key focus for Central Watson is online retailing. The company introduced an online...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Central Watson Co Ltd: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 Central Watson Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Central Watson Co Ltd: Competitive Position 2016

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