

# **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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