

Club 21 (Thailand) Co Ltd in Luxury Goods (Thailand)

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Abstracts

Club 21 Thailand is expected to continuously employ an integrated marketing strategy to maintain its leading position as a multi-label boutique with over 30 brands in the Thai market. The company is interested in introducing new brands into its portfolio of luxury branded products categorised as Club 21 Women, Club 21 Men, Club 21 Accessories and the most recently introduced Club Kids 21. It is known that numerous Thai consumers prefer to shop for luxury branded products overseas and return...

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Contents

Strategic Direction

Key Facts

Summary 1 Club 21 (Thailand) Co Ltd: Key Facts

Summary 2 Club 21 (Thailand) Co Ltd: Operational Indicators

Internet Strategy

Summary 3 Club 21 (Thailand) Co Ltd: Internet Sales 2015-2016

Competitive Positioning

Summary 4 Club 21 (Thailand) Co Ltd: Luxury Goods Brands by Category 2016

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