

COL PCL in Personal Accessories (Thailand)

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Abstracts

By having a clear goal to be the number one stationery supplies provider in Thailand, COL PCL is expected to gear up its outlet expansion in Bangkok and other provinces. Its two strategic brands are Office Mate and B2S. Moreover, the company is likely to apply an integrated online and offline strategy to create greater accessibility to its target audience. Apart from store-based outlet expansion, the company manages to have its call centre as another potential channel to reach customers. Other c...

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