

Cortina Watch Co Ltd in Luxury Goods (Thailand)

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Abstracts

Over the forecast period, Cortina Watch (Thailand) will maintain its exclusiveness and luxury positioning through marketing programmes and activities. Already carrying over 20 luxury brands in timepieces, the company planned to introduce two more luxury brands into the marketplace after the launch of Jaeger-LeCoultre in 2012. Moreover, the company is expected to participate in annual exhibitions such as the Central International Watch Fair in order to reach out to consumers. Its sales strategy...

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