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DHA Siamwalla Ltd in Personal Accessories (Thailand)

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Abstracts

DHA Siamwalla Ltd aims to strengthen its brands to stay at the forefront of writing instruments in the short term. The key brands are Master Art, Elephant, Quantum, Cross and Artifact. The company will continue to build and strengthening its new Artifact brand within premium pens to generate higher sales. Besides concentrating on B2C business, it will emphasise B2B business, in order to diversify risk and increase the customer portfolio for sustainable revenue purposes.

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