

DKSH (Thailand) Ltd in Apparel (Thailand)

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Abstracts

DKSH (Thailand) Ltd aims to maintain the leading position of its Levi's brand, as well as increase company revenues in 2013. Shop expansion is an area of focus, particularly in tourist destinations throughout the country. The company's loyalty card, Levi's Loop Card, was officially introduced in March 2012; this aims to establish a strong relationship with customers, as well as create a larger customer base. Customers receive various privileges from this card, such as 10% off on any Levi's...

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