

DKSH (Thailand) Ltd in Eyewear (Thailand)

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Abstracts

DKSH (Thailand) Ltd is expected to maintain its leading position in the eyewear market in Thailand. As the company is an importer and distributor of various popular branded sunglasses and spectacle frames, the company is expected to strengthen the brand awareness for the brands it is marketing. Product availability will be another key strategic tool for growth in order to reach out to a wider group of target consumers nationwide. In addition, new product launches, especially for limited edition...

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