

Ek-Chai Distribution System Co Ltd in Retailing (Thailand)

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Abstracts

Ek-Chai Distribution System will focus on its successful operational models across supermarkets, hypermarkets, convenience stores and chained forecourts. However, outlet expansion over the forecast period is unlikely to be as aggressive as in the review period. Apart from promoting store-based sales, the company will also focus on promoting its online stores and increase the online customer base in provincial areas. Moreover, the company will strengthen its business model by looking for new...

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