

Elca (Thailand) Co Ltd in Luxury Goods (Thailand)

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Abstracts

In terms of distribution channel development, Elca (Thailand) foresees a potential opportunity through e-commerce for beauty and personal care in Thailand. With the first step taken in launching an online platform allowing Thai consumers to place orders through the websites of particular brands in its portfolio, the company is expected to continue to apply this strategy thanks to its successful performance over the review period. In addition, in order to avoid sale cannibalisation across...

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