

Elitetrax Marketing Sdn Bhd in Consumer Electronics (Malaysia)

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Abstracts

Looking forward, Elitetrax Marketing Sdn Bhd is set to strengthen its foothold domestically by extending its distribution network across the nation. In a bid to cater to a wider category of consumers, its new outlets are likely to be bigger in size to hold a broader range of its products. In addition to expanding its presence, the company also seeks to explore new ways to improve its customer engagement in the stores. More focus is likely to be directed to its digital marketing, particularly on...

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