

Essilor (M) Sdn Bhd in Eyewear (Malaysia)

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Abstracts

The company aims to strengthen its brand's presence in Malaysia by including a larger number of retailers throughout the country. To do so, Essilor is likely to team up with spectacle frames players to offer consumers promotional packages when they buy a specific brand of spectacle frames with Essilor lenses. This will enable the company to reach out to consumers more easily as well as to boost its sales share.

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