

Everest World Co Ltd in Luxury Goods (Thailand)

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Abstracts

In 2013, the company was successfully marketing its new brand Longchamp thanks to its strong brand awareness amongst Thai consumers. Longchamp is a premium brand; however, its price is rather reachable for many Thai consumers. Many shops and kiosks offering the company's brands were very widespread through leading department stores and shopping malls in Bangkok and other provinces. Moreover, whilst the company continued to manage its business in Thailand with its existing brand portfolio, it...

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