

Goodnite Sdn Bhd in Home and Garden (Malaysia)

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Abstracts

Goodnite understands that it has to reinvent itself in order to stand out among other competitors by cultivating its own brand image. Mattresses in Malaysia are mostly marketed through furniture retailers or dealers whereby consumers compare and select products through product inspection and make inquiries with the salesperson. Goodnite seeks to enhance its customers' mattress shopping experience by setting up sleep galleries and concept stores where customers are able to test the products in a...

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