

Home Product Center PCL in Retailing (Thailand)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: H61537D63E5EN

Abstracts

Home Product Center aims to be the leader in the home improvement business in Thailand and Southeast Asia by offering one-stop-shopping. Store expansion will be a key strategy over the forecast period. Home Product Center plans to move forward with the establishment of new stores, with the next milestone of 100 branches by 2020 in both Bangkok and upcountry. Apart from the original format of Home Pro, the company also opened wholesale and retail centres under the name Mega Home in order to...

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