

Hthai (Thailand) Co Ltd in Apparel and Footwear (Thailand)

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Abstracts

Hthai (Thailand) Co Ltd eyes further expansion of its concept stores in high traffic locations to earn higher share from its fast fashion competitors such as Uniqlo and Zara. The company is likely to maintain the strong dynamic of its apparel and footwear themes, bringing Thai consumers to the latest fashion trend with high quality at the best price. In the beginning of its business, the company revealed it had no aim to become the leader in the market but instead looks for a fraction of share...

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