

ICC International PCL in Apparel and Footwear (Thailand)

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Abstracts

ICC International PCL is expected to concentrate on expanding its business towards new product innovations for brands in its portfolio. Greater business sustainability will be from strengthening membership programmes leading towards strong brand loyalty over the forecast period. The highlight will be the His & Her plus point privilege programme. Special offers for members will be offered, encouraging consumers to make a purchase, thereby achieving higher customer retention rate and customer...

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