

Jaspal Co Ltd in Apparel and Footwear (Thailand)

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Abstracts

Jaspal aims to develop new apparel collections to address the dynamic trends and lifestyles amongst Thai consumers. The company introduced an online platform in response to increasingly digital lifestyles. Social media tools are taken into account to connect with consumers. Given that there are a number of brands in its portfolio, more online shops are likely to be seen for brands in its portfolio, due to its aggressive tactic of opening online stores. These are not likely to serve only Thai con...

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