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Jaspal Co Ltd in Retailing (Thailand)

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Date: January 2017
Pages: 3
Price: US$ 150.00 (Single User License)
ID: J374A300327EN

Abstracts

Jaspal's main strategy is to launch collections which correspond with the latest international trends and expand to internet retailing. The company pays attention to the digital trend, for instance by first starting online shopping for CPS Chaps in 2016. Meanwhile online stores for its other brands will open in the future. The company will also try to integrate digital technology into its store-based retailing over the forecast period. Moreover, although Jaspal has an eye on the domestic...

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Contents

Strategic Direction
Company Background
Digital Strategy
  Summary 1 Jaspal Co Ltd: Share of Sales Generated by Internet Retailing 2014-2016
Private Label
Competitive Positioning
  Summary 2 Jaspal Co Ltd: Competitive Position 2016

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