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Jubilee Enterprise Plc in Personal Accessories (Thailand)

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Date: July 2017
Pages: 2
Price: US$ 150.00 (Single User License)
ID: J524BC56C1BEN

Abstracts

Differentiation and innovation are two key strategic concepts of Jubilee. Jubilee Enterprise Plc is expected to employ integrated marketing strategies to retain its leadership in fine jewellery in Thailand. New product collections, attractive promotions and campaigns are likely to be key success factors of its positive performance. Moreover, the company is likely to seek potential business alliances to strengthen its leading position in domestic jewellery by managing two strategic brands, Jubile...

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