

# L'Oréal Thailand Co Ltd in Luxury Goods (Thailand)

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## Abstracts

L'Oréal (Thailand) has adopted a new ambitious plan to become a market leader in Thailand as well as in the Asia-Pacific region in the next three years. The company will continue to invest in innovations, brands, products and training and aims to strengthen both indirect and direct distribution channels as a strategic key to achieving a healthy performance.

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