

Louis Vuitton (Thailand) Co Ltd in Luxury Goods (Thailand)

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Abstracts

Louis Vuitton (Thailand) Co Ltd continues to be the sole importer and distributor for Louis Vuitton and other brands in its portfolio. The company is likely to maintain its exclusivity and luxury positioning in Thai luxury goods. Due to its strong brand awareness amongst Thai consumers, the company attempts to satisfy its target customers' requirements. New products are expected to be imported within a year in order to retain dynamism and remain competitive in luxury goods. The company is also...

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