

Mall Group Co Ltd, The in Luxury Goods (Thailand)

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Abstracts

The Mall Group is expected to maintain its corporate brand positioning as a luxury shopping mall in Thailand. Under its mega-project of The EM District, The EmQuartier had its grand opening in 2015. The company is likely to continue to complete the last jigsaw piece of development, namely The EmSphere, as its third ultra-luxury shopping mall in the project over the forecast period. Moreover, The Mall Group is expected to create and strengthen customer loyalty for sustainable profitability and...

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