

Map Active (Thailand) Co Ltd in Toys and Games (Thailand)

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Date: March 2015

Pages: 3

Price: US\$ 572.00 (Single User License)

ID: M28568434D6EN

Abstracts

Map Active (Thailand) strategy in 2013 was to expand business in every product group, through which toys generated revenue of 40%, fashion 30%, and clothing and shoes 30%. In 2013, its new business direction was towards increasing new products, new brands, and new groups of customers by creating continuous marketing campaigns and activities.

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