

# Maxim Inter-corp Co Ltd in Eyewear (Thailand)

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## Abstracts

Maxim Inter-corp Co Ltd is likely to continue to provide products under the Maxim and UltraFlex brands for domestic sale, available as both clear and cosmetic lenses. Its product highlight will remain cosmetic contact lenses in both circle and non-circle types. Teenagers and young adults remain its key target audience. The company is expected also to gear up on launching new product innovation for more product variety together with marketing campaigns to stimulate sales performance.

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