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Nan Mee Co Ltd in Personal Accessories (Thailand)

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Abstracts

Nan Mee Co Ltd is expected to continue to target a mass group of consumers by focusing on writing instruments, art materials and office supplies. The company manages a list of brands in its portfolio including Horse, Silpakorn, Max, Arrow, Wichitrong and Nan Mee. It is likely to see active marketing activities and campaigns launched to support sales. Digital marketing is likely to be a part of it. Besides this, another core business of Nan Mee is publishing house and language academy business.

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