

Nanyang Optical Co Pte Ltd in Eyewear (Singapore)

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Abstracts

Nanyang Optical Co Pte Ltd is expected to further build on its eco-friendly concept as a point of differentiation from other optical goods retailers. This will also see it spending more effort to market its private label brand, Nature Eyes, which is made from recycled materials in order to exhibit a holistic approach towards eco-friendliness. The player is also likely to be slow in expanding in the concept store direction, as it aims to assess the most appropriate concept and location in order...

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Contents

Strategic Direction

Key Facts

Summary 1 Nanyang Optical Co Pte Ltd: Key Facts

Summary 2 Nanyang Optical Co Pte Ltd: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Nanyang Optical Co Pte Ltd: Competitive Position 2014

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