

New Concept Product Co Ltd in Consumer Health (Thailand)

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Abstracts

Due to the digitalisation trend amongst Thai consumers, New Concept Product Co Ltd is expected to emphasise adopting online media tools to get connected to its target consumers over the forecast period. The company will continue using social media, including Facebook, YouTube and Twitter, and online websites to convey messages on new products and marketing campaigns for instance. Moreover, the company will also employ marketing programmes such as roadshows and exhibitions held in leading...

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Contents

Strategic Direction

Key Facts

Summary 1 New Concept Product Co Ltd: Key Facts

Summary 2 New Concept Product Co Ltd: Operational Indicators

Competitive Positioning

Summary 3 New Concept Product Co Ltd: Competitive Position 2015

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