

Newell Rubbermaid (Thailand) Co Ltd in Luxury Goods (Thailand)

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Abstracts

Newell Rubbermaid (Thailand) is opening the first Bt15 million Parker's flagship store in Asia and the third in the world at Central World department store. The company is also planning to invest at least Bt20 million in two more stores in Bangkok and about Bt35 million in a series of marketing campaigns through magazines, newspapers, billboards and online media.

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