

Popular Book Co (M) Sdn Bhd in Personal Accessories (Malaysia)

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Date: February 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: PC6597EBDF6EN

Abstracts

Popular aims to expand locally by opening more new outlets in various physical locations to reach out to more consumers. The opening of new outlets is not only concentrated in major cities, but also extends to rural areas, due to the demand expected to arise from these rural areas.

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