

Pranda Jewelry PCL in Personal Accessories (Thailand)

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Abstracts

Due to stagnation in terms of sales in 2013, because of the global environment, Pranda Jewelry aims to adapt its strategy to be more reliable in the domestic market and focus less on exports. Nearly 80% of company revenue was generated from abroad in 2013. However, the company will try to generate higher revenue from the domestic market and increase domestic sales to account for one half of total revenue in the medium term. In order to achieve this goal, the retailer will establish various...

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