

Puyat Flooring Products Inc in Home and Garden (Philippines)

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Abstracts

In the review period, Puyat Flooring Products Corp increased its emphasis on product innovation effectively marketing this strategy to its customers. For example, in addition to simply promoting products on site, it was featured on Pinoy Big Brother, a popular reality TV show. Its active involvement in less traditional forms of advertising was also visible, such as its launch of a bedroom makeover contest. The company is expected to continue these non-traditional marketing strategies in order...

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