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Reno (Thailand) Co Ltd in Retailing (Thailand)

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Abstracts

Over the forecast period, Reno (Thailand) Co Ltd is planning for the more competitive market environment since the market is becoming more aggressive with many new international brands entering the marketplace. The company therefore established new flagship store with a 2,000 sq m at Paradise Park Center. More new outlet expansion is likely to be developed in Bangkok and other provinces. In order to upgrade to a better level, the new outlets are likely to be more spacious.

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