

# Robinson Department Store PCL in Retailing (Thailand)

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Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: R28C2225394EN

## Abstracts

Over the forecast period, Robinson Department Store PCL is expected to concentrate on creating CRM campaigns for more sustainable growth since its loyal members are highly likely to generate more spending more frequently. More product variety covering various categories will be available to serve different demands and needs of its target audience. Moreover, the company is expected to promote its private label brands both in home and fashion products.

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