

RSH Thailand Co Ltd in Apparel and Footwear (Thailand)

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Abstracts

RSH Thailand Co Ltd is moving forwards geographical expansion of its retail outlets in major cities, responding to the higher purchasing power of consumers outside of Bangkok. However, the company will continue to introduce the new collection to retain its leading position in fast fashion in Thailand, with seasonal discounts to encourage the purchase without dilution of its brand value. In addition, RSH Thailand Co Ltd eyes the diversification of business in Thailand to home decor under the...

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Contents

Strategic Direction

Key Facts

Summary 1 RSH Thailand Co Ltd: Key Facts

Company Background

Competitive Positioning

Summary 2 RSH Thailand Co Ltd: Competitive Position 2013

Retail Operations

Internet Strategy

Production

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