

# Ruam Charoen Pattana Co Ltd in Eyewear (Thailand)

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## Abstracts

Operating within a highly competitive market, Ruam Charoen Pattana will continue to focus on retaining its leading position in chained optical stores. With around 1,500 branches, Ruam Charoen Pattana reaches out to a wide customer base and the company will continue to offer price campaigns such as a 70% discounts during high seasons, as well as a buy-1-get-1-free deal to encourage customers to buy two pairs of spectacles. Moreover, the company's business model will continue to be based around th...

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