

# Sabina Plc in Apparel (Thailand)

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## Abstracts

Due to uncertainty of international demand and the global economic slowdown, Sabina PLC is set to prioritise the domestic market. The company aims to increase revenues and brand awareness by expanding new Sabina shops in the region. It is planning to open new Sabina outlets, growing from the existing 30 locations in 2011 to reach over 50 locations by 2013. Moreover, the company will continue with research to develop new products to match women's lifestyles and aims to be the priority brand for...

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