

Samantha Thavasa Japan Ltd in Personal Accessories (Japan)

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Abstracts

Samantha Thavasa will continue to follow its corporate philosophy of 'best people, best location, best products and best promotion" over the forecast period. The company will thus focus on store expansion, strong promotional campaigns and product development, with the aim of increasing brand awareness and consumer loyalty. Outlet expansion is expected to focus on shopping malls in areas which appeal to foreign tourists, with these proving an increasingly important consumer group in bags and lugg...

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