

# Sathaporn Marketing Co Ltd in Home Care (Thailand)

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## Abstracts

Sathaporn Marketing is set to continue to highlight its brand concept of insecticides with 99% natural ingredients. The company is not likely to heavily invest in above-the-line marketing campaigns but rather to concentrate on below-the-line campaigns. Road shows and market visits to create brand awareness will be the highlights of its marketing strategy. Moreover, not only focusing on building brand awareness, the company will also focus on expanding its distribution network through both...

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