

Siam Poolsub Interchemical Co Ltd in Home Care (Thailand)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S7B0B9C3311EN

Abstracts

Siam Poolsub Interchemical was the first local manufacturer to establish a domestic brand in air care, namely King's Stella. Brand awareness and product uniqueness are the key factors in the company's achieving sustainable sales.

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