

Son Thang Co Ltd in Consumer Appliances (Vietnam)

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Abstracts

Son Thang merchandises its products under the well-known Blacker brand. The company specialises in small cooking and kitchen appliances. Over the review period, the Blacker brand gained much popularity and trust among Vietnamese consumers. In order to continue to build and grow the brand across the country, Son Thang will continue to invest in expanding its distribution network and promotional support to build brand awareness and maintain loyalty. Expanding the company's portfolio is another...

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