

# SSUP Bangkok (1991) Co Ltd in Beauty and Personal Care (Thailand)

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## Abstracts

SSUP Group is expected to focus on providing greater accessibility to its target audience. Oriental Princess will maintain the concept of products with natural ingredients, while Cute Press will be highlighted as the brand for Thai women offering products at an affordable price point. The newly added Korean brand Bisous Bisous will mainly focus on colour cosmetics. The company will integrate marketing tactics via both online and offline platforms. Thai consumers will continue to spend time on so...

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