

SSUP Group in Beauty and Personal Care (Thailand)

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Abstracts

SSUP Group is expected to strengthen its distribution and improve its sales performance by applying integrated marketing strategies for both its online and offline platforms. The Oriental Princess Society theme is likely to be continuously highlighted, with the development of new campaigns, activities and advertisements. During 2015 the company managed to increase brand awareness amongst its target consumers of women aged between 18 and 25. Moreover, the company is expected to introduce new...

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