

SSUP Group in Retailing (Thailand)

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Abstracts

SSUP Group concentrates on building its reputation and brand awareness by highlighting its own branded products. The company emphasised the speciality stores format in order to expand the reputation of its brands and distribution channel. However, retailing remains the core business of the company although recent developments show that the company entered the retail audit and brokerage business. The company also emphasised its corporate social responsibility by providing funds through the...

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