

# Strategic Marketing (S) Pte Ltd in Consumer Appliances (Singapore)

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## Abstracts

Strategic Marketing (S) Pte Ltd is the distributor of the EuropAce brand in Singapore. Despite being one of few local brands competing against strong international brands, it managed to build up a strong reputation in Singapore. It is known for its wide range of products and hopes to continue bringing quality appliances to consumers. It depends on innovation, in terms of design and technology, to provide functional and stylish products to consumers. The company aims to be a trusted brand that...

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