

Thai Asia Pacific Brewery Co Ltd in Alcoholic Drinks (Thailand)

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Abstracts

Thai Asia Pacific Brewery aims to hold tight to its strong position in premium beer, given the strength of brands such as Heineken. Sensing the potential growth of the premium segment, aligned with the promising recovery of the domestic economy in the aftermath of the flooding, the company is anticipated to use music and sports marketing to sustain its superior brand image. Its strategy of including famous imported beers such as Guinness and Kilkeny in the company's portfolio highlights its...

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