

Thai Nakorn Patana Co Ltd in Consumer Health (Thailand)

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Abstracts

Thai Nakorn Patana is expected to take advantage of its strong brand awareness amongst Thai consumers, long establishment of the brands and a strong distribution network to compete against other brands in consumer health. The company will emphasise strengthening its brand awareness and corporate image as well as developing new product innovations in a response to the entry of the AEC era. Production capacity will be upgraded for the more competitive market environment. The company is likely not...

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