

# Thanulux PCL in Apparel (Thailand)

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## Abstracts

Thanulux PCL is expected to focus on product innovation such as lightweight clothing, easy-clean, smooth and soft material, in order to respond to the changing lifestyles of consumers. In 2013 retail expansion will not be a priority; instead the company will focus on supporting sales staff in order to boost in-store sales and increase company revenues.

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