

Uniqlo (Thailand) Co Ltd in Apparel and Footwear (Thailand)

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Abstracts

Uniqlo (Thailand) is expected to gear up its marketing strategy to highlight product innovations which bring differentiation and uniqueness to the brand. This development will be based on local initiatives in order to better respond to fulfilling the needs of and ensuring satisfaction amongst Thai consumers. These products will be developed under the “Lifewear” concept. Moreover, new product collaboration with local and international brands could also create a “wow” effect over the forecast peri...

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