

# Wine Connection Co Ltd in Alcoholic Drinks (Thailand)

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Date: October 2015

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: W3C8EE79A44EN

## Abstracts

Wine Connection aims to expand its business in Thailand by applying integrated strategies. Due to its long standing establishment in the country, its specialist outlets and restaurant are successful. Not only does it offer a wide product variety but the company also focuses on its online sales, together with a membership programme to keep customer retention, as greater penetration of online retailing is in its sights. It launches various promotions to attract wine drinkers in its restaurants.

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