

# Wing Tai Holdings Ltd in Apparel (Singapore)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: W314561723DEN

## Abstracts

In a bid to dominate the apparel market in Singapore, Wing Tai Holdings Ltd is expected to increase the marketing efforts of its brand, G2000, so as to enhance its brand recognition and equity over the forecast period. In order to improve its retail presence in Singapore, it is expected to widen its retail network and engage consumers more actively through its social media platforms.

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