

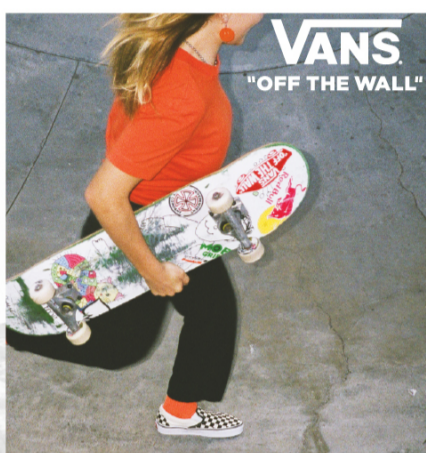
THAI OUTDOOR GROUP



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icebreaker
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STORES	41	61	22	8	19
ONLINE STORES					
LOTS	WWW.LOTSTHAILAND.COM				
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	THE NORTH FACE	VANS	DICKIES	-	SMART TRAVEL
	THE NORTH FACE	VANS	DICKIES	-	SMART TRAVEL

VISION
 TO BE A COMPANY THAT INSPIRES PEOPLE TO LIVE ACTIVE, EMBRACE EXPLORATION AND DRIVE CREATIVITY.

MISSION
 TO PROVIDE AND SUPPORT CUSTOMERS TO ACHIEVE THEIR DESIRED ASPIRATION.

CORE VALUE
 CUSTOMER CENTRIC / TEAM WORK / CONTINUOUS LEARNING FOR IMPROVEMENT / PASSION / ACCOUNTABILITY / AGILITY

HISTORY
 FROM 1999 - PRESENT
26 YEARS IN OPERATION

EMPLOYEES
326

AWARDS

- The North Face Top 10.10 & 12.12 Brand 2023 in SHOPEE (Sport & Outdoor)
- The North Face Top 11.11 & 12.12 Brand 2021 in LAZADA LAZMALL (Sportwear)
- Vans Top 9.9 Brand 2021 in LAZADA LAZMALL (Men's Fashion)
- Best Retail of 2015 "Thai Outdoor Sport Company Limited"
- 2015 First Half Strongest Growth in Sales (The North Face)
- Best of the Best Retail Store 2012 (The North Face)