

BRIEFS

Singer eyes Bt100m

Singer (Thailand), distributor of sewing machines, electrical appliances under the Singer trademark, expects its net profit this year to exceed Bt100 million on a revenue target of Bt2.4 billion.

Managing director Boonyong Tansakul said yesterday that the revenue target this year was set to grow by 15 per cent from last year thanks to higher spending power in the wake of rising commodity prices.

The company has set an investment budget of Bt150 million, spending on sales promotion, advertising, 10 new branches from the current 182 branches, he said. In addition, it planned to increase the number of its dealers to 500.

– The Nation