

For Immediate Release

Minor launches together with Australia's No. 1 online shopping Club Ozsale their Thai online operations – thaisale.co.th

Minor Corporation Public Company Limited is expanding its retail business into the online space with the launch of a new online shopping club, thaisale.co.th. Minor will operate the [thaisale](http://thaisale.co.th) venture together with the APAC Sale Group, Australasia's largest members only online shopping site with over 2.6 million members across Australia (ozsale.com.au), New Zealand (nzsale.co.nz), Singapore (singsale.com.sg) and Malaysia (mysale.my). Since its launch in 2007 in Australia, the APAC Sale Group has hosted more than 11,000 flash sales events for over 600 high profile local and international brands.

[Thaisale](http://thaisale.co.th) will bring together the best of e-commerce and high street shopping in Thailand. This new shopping club will allow members only to view exclusive offers and enjoy great savings up to 80% off from well known fashion brand names. [Thaisale's](http://thaisale.co.th) target customers are shopping enthusiasts and bargain hunters, demanding branded product at discount prices. The website is especially created to serve the needs of shoppers who appreciate convenience and quality at affordable prices, shopping from their home any time of the day. [Thaisale](http://thaisale.co.th) members will receive a sale notification every morning on the latest offerings. On average the company will target six different sales events to be held each day, seven days a week.

[Thaisale](http://thaisale.co.th) will serve a broad consumer base in Thailand with a product offering ranging from ladies', men's and children's fashion to footwear, accessories and watches. The brand offerings will range from popular mid-priced brands to luxury brands – a perfect choice for everyone! As part of the APAC Sale Group, [Thaisale](http://thaisale.co.th) has a network of dedicated buyers in Australia, Asia and Europe. This ensures constant product variety for our consumers.

Mr. Michael Binger COO, Minor Corp along with Ms. Pornthip Wanichnopparat, GM [thaiSale](http://thaisale.co.th) have revealed the findings of Thailand consumer behavior. The study found that nowadays online media plays an immense role in people's lives and the number of internet users in Thailand is continuously growing. More than two thirds of Thai consumers admitted that internet is their first stop for information, 43% of Thais shop online and 69% intend to continue with this shopping trend. Thus, Minor decided to invest into this new sales channel and we believe it will complement Minor's traditional retail store business. We are very confident that this e-commerce business will strengthen Minor's sales and profit performance over the coming years.

Membership is free, apply now or check out www.thaisale.co.th for more info.