

adidas de Venezuela SA in Apparel (Venezuela)

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Abstracts

Adidas de Venezuela SA has Performance, Originals and Outlet stores in Venezuela. The company is expected to increase the number of stores under each of its outlet formats due to the negative economic climate. Store presence is expected to increase, especially within the Originals format, where the product assortment is aligned with international brand development of urban design product lines. The company is expected to follow international developments of the brand as original product lines...

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