

# adidas Philippines Inc in Apparel (Philippines)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AA99378D7FAEN

## Abstracts

adidas Philippines Inc is predicted to step-up its game in 2013 to improve market share through creative marketing activities and widened distribution in sports good stores and department stores. It is also anticipated that the “King of the Road” marathon will be continued to engage the increasing number of running enthusiasts in the country.

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