

Amway Vietnam Ltd in Retailing (Vietnam)

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Abstracts

As the youngest member of the Amway family in South East Asia, Amway Vietnam Ltd has a lot of opportunities for growth by expanding its product portfolio every year with the addition of between five and eight new products among more than 400 different items imported from the US. With a new factory being built in Binh Duong, the company is expected to further expand its distribution in Vietnam, with more direct selling agents likely to be recruited during the forecast period in order to generate...

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