

Azad Enterprises Srl in Personal Accessories (Romania)

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Abstracts

Azad Enterprises is expected to leverage on both a growing focus on fashion and ongoing price-sensitivity among Romanians in the forecast period. The company will continue to promote fashionable new launches, particularly for Lamonza, reaching out to consumers via social media platforms such as Facebook and also via brand ambassador Catalin Botezatu. In addition, the company will continue to offer attractive price promotions and discounts to appeal to the many consumers that enjoy finding bargai...

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