

Benjamin Holdings Ltd, FJ in Apparel (Singapore)

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Abstracts

Over the forecast period, FJ Benjamin Holdings Ltd is expected to increase its marketing efforts in order to internationalise its in-house brand Raoul. The company aims to bring its crown jewel to the international fashion retail scene so as to enhance its brand recognition and equity which will in turn generate better sales performance. Due to the rising affluence of local consumers and the larger appetite for apparel of better quality, FJ Benjamin Holdings is expected to expand its portfolio...

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