

Briju SA in Personal Accessories (Poland)

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Date: June 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: BEB14993507EN

Abstracts

The company is consistently pursuing its business development, aimed at gaining a leading position within jewellery in Poland. The strategy involves increasing awareness of the Briju brand and development of its own retail sales network. The company's aim is to increase awareness of Briju and gain enhanced availability for its products in Poland. Briju follows the group of leading brands, Apart, Yes and W Kruk.

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