

CCTex SAS in Apparel (Colombia)

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Abstracts

Although jeans sales were still not back to pre-recession levels in 2012, Levi's (CCTEX SAS) does not plan to reduce prices, but instead will enhance the brand's image through media and advertising and by focusing on the in-store customer experience. The company is therefore expected to focus on renovating its stores and look for new opportunities in advertising and media campaigns to target new customers and refresh the brand's image.

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