

Cheil Industries Co Ltd in Apparel and Footwear (South Korea)

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Abstracts

The company has competitive advantages over its brand power, product design and quality as well as various types of retailing and distribution channels by opening its outlet in major department stores and dominating commercial supremacy in South Korea. Its casual brand Bean Pole successfully increased its sub-brands and its men's apparel brand, Galaxy and Rogatis also showed strong brand power. In addition, Cheil Industries Co Ltd launched outdoor apparel lines 'Lost valley' under Bean Pole...

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