

Chien Thang Garment JSC (Chigamex) in Apparel (Vietnam)

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Abstracts

Over the forecast period, Chien Thang Garment JSC is expected to enhance its revenue in the domestic Vietnam market due to the company's diversification in women's clothing. Besides, Chien Thang Garment also plans to work with supermarkets and hypermarkets to expand its distribution. However, with a limited budget, it is rather impossible for the company to actively conduct marketing and advertising activities to increase its brand awareness.

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