

Cofemel - Sociedade de Vestuário SA in Apparel (Portugal)

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Abstracts

Local company Cofemel expects to gain share from its main competitors Salsa and Levi's over the forecast period by consolidating the image of its Tiffosi brand, offering high-quality products at lower prices. Over the coming years, the brand is also forecast to increase investment in accessories and footwear, complementing its current offer. Moreover, it is anticipated that the process of globalisation will assume increasing importance in the company's strategic goals.

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