

DOJI Gold & Gems Group in Retailing (Vietnam)

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Abstracts

DOJI Gold & Gems Group has a clear vision for the future, as it aims to become the leading jewellery and diamond retailer by 2020. The company also plans to expand its distribution coverage to 100 outlets across the country. Moreover, the jewellery and watch specialist retailer also plans to build a large factory to manufacture jewellery and gems with 1, 000 workers over the forecast period in order to serve its export target value of US\$200 million per year.

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