

El Palacio del Blumer in Apparel (Venezuela)

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Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: EA4BA2D9349EN

Abstracts

El Palacio Del Blumer is expected to continue increasing its brand presence through the opening of new outlets in main commercial areas and shopping centres throughout the country. It will focus on high-quality and fashionable products, which will be popular with consumers. During the global recession, the company registered a slower sales performance, but kept growing. Palacio Del Blumer is popular with female consumers because of its price and quality; appealing to all income segments and...

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