

Elite Group Inc, The in Luxury Goods (Philippines)

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Date: July 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: E46917BE0D9EN

Abstracts

The company is predicted to be more aggressive in 2013 in promoting the luxury mobile phone brand, Vertu among affluent individuals. The opening of the standalone Vertu boutique in 2013 in the first level of Shangri-La Mall's new East Wing is testament to the company's desire to make the brand more visible to its target audience.

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