

The Elite Group Inc in Luxury Goods (Philippines)

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Abstracts

The Elite Group, which is the exclusive distributor of the Vertu brand of luxury mobile phones, is set to open the first Vertu boutique store by the end of 2012 or early 2013. This is indicative of the company's increasing aggressiveness in promoting the brand, making it more available and obviously more appealing to wealthy individuals in the country.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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