

FGX International Inc in Eyewear (USA)

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Abstracts

FGX International Inc will continue investing in marketing and advertising campaigns to further increase market share in the US eyewear market, especially under readymade reading glasses and sunglasses categories. Furthermore, the company will further build stronger partnerships with various retailers and diversify its distribution channels, which help to attract consumers across the country. The company has developed a wide distribution network, as its products are available across...

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