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Fila Korea Ltd in Personal Accessories (South Korea)

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Abstracts

Fila Korea enjoys strong brand equity in general sportswear and outdoor products. The company offers a diverse product range. However, it lies behind its competitors in personal accessories in South Korea, having a noticeable presence only in bags and luggage. The company is making an effort to target young people via the use of celebrities in its marketing campaigns. In addition, the company will continue to operate a number of discount outlets, offering consumers products within the economy...

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