

# Gamabell Exim Srl in Personal Accessories (Romania)

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## Abstracts

Gamabell Exim struggled to maintain sales for its Meli Melo Paris brand at the end of the review period, facing growing competition from fashionable jewellery and bags brands such as Pandora and Lamonza. The forecast period is likely to see the company continue to launch high-profile new collections and to use frequent price promotions and social media in the hope of attracting consumers. However, it will be important for the company to offer a clear brand identity, which may be facilitated by a...

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