

Goldilocks Bake Shop Inc in Retailing (Philippines)

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Abstracts

Capitalising on its strong brand following and solid understanding of Filipino values, Goldilocks Bake Shop will continue building connections with both old and new customers and expanding its presence to more geographic markets. The home-grown brand will continue to evolve and innovate, as it maintains relevance amongst both old and young generations. Whilst retaining its “homey” appeal and the embodiment of traditional Filipino family values, the brand also incorporates modern updates to commu...

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