

Grendene SA in Apparel (Brazil)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G36676AD840EN

Abstracts

In order to ensure future growth, Grendene is expected to concentrate on its domestic market and on its major brands including Ipanema, Grendha, Melissa and Rider, while continuing its partnerships with national and international celebrities and licences to boost sales.

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Contents

GRENDENE SA IN APPAREL (BRAZIL)

Euromonitor International

July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 Grendene SA: Key Facts

Summary 2 Grendene SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Grendene SA: Competitive Position 2012

Internet Strategy

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