

Hering Textil SA in Apparel (Brazil)

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Abstracts

Hering is expected to maintain sales through organic growth with new store openings, either its own stores or franchises as well as expanding its presence in multi-branded stores. The company's two main brands, Hering and Hering Kids, should continue accounting for the bulk of sales, while Puc and dzarm are expected to raise their participation. In order to increase its market share in apparel, Hering will have to invest in marketing and advertising campaigns as well as better adapt its...

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