

Joyería Tous SA in Luxury Goods (Spain)

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Abstracts

Joyería Tous currently has three main aims: to continue with its current expansion, especially in the international market; to continue to attract a younger generation of consumers; and to continue to improve all its business processes. The company recently hired a new chief executive from El Corte Inglés, Spain's leading department store, to lead the company's aggressive international expansion efforts.

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