

Joyería Tous SA in Retailing (Spain)

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Abstracts

Joyería Tous is planning to expand its outlet network in Spain and it is expected to compete mainly by widening its product portfolio, including offering a wider range of lower-price products as well as possibly adding new types of accessories to its product range. The company is expected to focus on the new territories such as Malaysia and Philippines, with new territories likely to be added in the near future. Its aggressive marketing strategy is likely to continue throughout the forecast peri...

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