

JVS Worldwide Inc in Retailing (Philippines)

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Abstracts

Aiming to further tap emerging opportunities in fast growing cities in both northern and southern Philippines, JVS Worldwide Inc is setting its sights on expanding nationwide. The opening up of more outlets will be facilitated by the launching of more shopping centres in the provincial areas which cater to the AB and upper C market segments. Also, The Body Shop is seen to become a preferred brand for the middle-income buyers as consumers become more attracted to environmentally-friendly...

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Contents

Strategic Direction

Key Facts

Summary 1 JVS Worldwide Inc: Key Facts

Summary 2 JVS Worldwide Inc: Operational Indicators

Internet Strategy

Company Background

Competitive Positioning

Summary 3 JVS Worldwide Inc: Competitive Position 2012

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