

LF Corp in Personal Accessories (South Korea)

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Date: November 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: L59F6788DCBEN

Abstracts

LF Corp is trying to increase its brand value for the company's sustainable future growth. To improve its brand image, the company reorganised its brands, and developed and introduced more new brands. Also, to expand its distribution channels and attract more potential consumers, it aggressively opened its own retail shops for more profitable business.

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