

Mai Son JSC in Apparel and Footwear (Vietnam)

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Abstracts

Mai Son JSC aims to become one of the leading retail companies in apparel and footwear in Vietnam. Besides a wide brand portfolio covering most types of apparel and footwear, the company continues to enhance its presence in the country through marketing and promotional activities and constant expansion of its distribution network. Furthermore, it aims to deliver good customer service, developing professional human resources, especially salespersons, in order to gain and retain consumer loyalty.

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