

Melli Shoe Co in Retailing (Iran)

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Abstracts

Melli Shoe Co is planning to regain its old position as the undisputed leading retailer of footwear in the domestic market. The company aims to increase quality and avoid price increases in order to remain competitive against Chinese imports. Its extensive distribution network (with more than 200 outlets) will play a key role in the reform plans of Melli Shoe Co.

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