

Nike Inc in Apparel and Footwear (Vietnam)

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Abstracts

Nike in Vietnam aims to strengthen its position as the top producer of Nike shoes. Cheap labour costs play the most important role, and the company is expected to control expenditure carefully to stay competitive. In Vietnam, Nike shoes are distributed mainly by ACFC Vietnam Co Ltd. In order to reinforce its presence in the market, Nike regularly launches new product developments and continuously expands its distribution network nationwide. Furthermore, it invests heavily in marketing and...

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