

Ovejita SA in Apparel (Venezuela)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: OA9FDEB6984EN

Abstracts

The company's historical presence within apparel, where it is known as a traditional brand offering high-quality products at affordable prices to all income groups, remains its commercial strategy for the future. Self-branded store-based retail channels are expected to support the company's value proposition as an increasing consumer base can access the company's products. The support and development of authorised sellers of the Ovejita brand will be significant in driving the company's...

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