

Phu Nhuan Jewelry JSC in Retailing (Vietnam)

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Abstracts

Phu Nhuan Jewelry aims to strengthen its presence in jewellery and watch specialist retailers during the forecast period by continuously improving its product portfolio and introducing new product designs at a high level of quality. The company will also seek to expand its retail network across the country. Additionally, the company will focus more on marketing, branding and promotional activities during the forecast period as it seeks to gain share.

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