

Primer Group of Cos in Personal Accessories (Philippines)

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Abstracts

Primer Group of Cos is expected to further increase its outlet numbers and widen its brand portfolio over the next five years. As a renowned multi-brand store, The Travel Club will continue to feature a vast selection of premium brands of bags and luggage, which it updates annually. Through this strategy, the retailer will steadily attract more and more consumers, as the travel industry is seeing an upsurge in the country.

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