

# Primicia SA Indústria e Comércio in Personal Accessories (Brazil)

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## Abstracts

Primicia's strategic direction for 2016 continues to be the expansion of its outlets through franchisees, in order to increase volume sales, market share and penetration across the country. In addition to Primicia's franchisees, the company continues to sell its products in many multibrand retailers, including store-based and internet retailers. The company also makes large investments in the licensing of famous brands such as Disney, Mickey Mouse and Barbie, as a way to attract consumers' atten...

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