

# Rori Internacional SA in Apparel (Venezuela)

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## Abstracts

The company's main commercial focus is on high-quality and comfortable apparel for men. The company has been present for 45 years and created considerable brand recognition and preference among men shopping for both formal and casual outfits. The company is expected to take advantage of its strong brand awareness and reputation for high-quality and comfortable men's apparel by renewing its product portfolio annually. This is to adapt to new generations' preferences and remain a traditional...

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