

Rustan Group of Cos in Retailing (Philippines)

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Abstracts

Rustan Group of Companies' thrust will be focused on responding to the emerging trends in the local market. In order to appeal to value conscious customers, the business organisation will be rebranding all its Rustan's Expresslanes to Expresslanes by Shopwise. It should be noted that while Rustan's has long been synonymous with luxury, Shopwise connotes customer value. Thus, the change in name is expected to establish the position of Expresslanes by Shopwise as a haven for value conscious...

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