

Stores Specialists Inc in Apparel and Footwear (Philippines)

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Abstracts

SSI Group Inc's initial public offering in 2014 signals the company's commitment in bringing more international brands into the local market. Although not limited to apparel and footwear, the company is expected to prioritise apparel and footwear, taking advantage of urban consumers' increasing propensity to spend on these products. While most of its outlets are in Metro Manila, it is expected that more SSI brands will be seen in key cities outside Manila like Cebu and Davao, where consumers'...

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