

Suyen Corp in Apparel and Footwear (Philippines)

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Abstracts

The company is expected to increase its presence by launching higher-end premium apparel and footwear brands in the Philippines. Known for its maturing flagship brand Bench, which targets mass consumers, Suyen Corp is expected to invest in becoming one of the biggest players in premium apparel and footwear as the increasing numbers of middle-income consumers in the country are driving demand for these items. The company is also expected to maintain its aggressive and influential marketing strate...

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