

TCT Group in Retailing (Vietnam)

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Abstracts

With store closures in South Vietnam during the review period, TCT Group is expected to be more prudent in terms of re-entering the southern market over the forecast period. Instead, it is likely to reinforce its distribution coverage in North Vietnam, where it possesses a stronger proposition and higher recognition. TCT Group will also focus on its online store as a means through which to reinforce brand awareness, using it as a supplementary channel to help generate further revenues.

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