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Technos da Amazônia Indústria e Comércio Ltda in Personal Accessories (Brazil)

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Abstracts

Technos da Amazônia's strategic direction continues to be to reduce operational and marketing costs, combined with setting aggressive price positions for its second-tier products, which include both domestic and international brands, in order to compete for sales with other mid-to-basic-tier brands in the market. The company is also expected to focus its investments on brands such as Dumont, Fossil, adidas and Burberry, which have strongly supported the company's growth over the past year.

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