

Thanh Bac Fashion Co Ltd in Apparel (Vietnam)

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Abstracts

Through increasing sales and imports, Thanh Bac Fashion Co Ltd's vision is to become the biggest distributor of well-known international brands in Vietnam. In order to gain market share, Thanh Bac Fashion decided to extend its new retail outlets continuously. Furthermore, the company also focuses on marketing and advertising campaigns to make it more appealing as well as raise its profile amongst consumers.

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