

Viet Tien Garment Co (VTEC) in Apparel and Footwear (Vietnam)

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Abstracts

The company plans to strengthen its leading position in apparel and footwear in Vietnam. In order to achieve this aim, the company continues to reinforce its distribution network in both rural and urban areas and regularly introduces new products. The company also pays more attention to marketing and promotional activities, especially in-store marketing and discounts, to boost sales and build brand image.

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