

Viet Tien Garment Co (VTEC) in Retailing (Vietnam)

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Abstracts

Over the forecast period, in its efforts to remain as the top apparel retailer in Vietnam and gaining more brand equity, Viet Tien Garment Co is planning to launch more outlets in domestic and foreign markets. In addition, the company will also invest in human resource improvement and promotion campaigns to build up a concrete fundamental for business development and brand awareness.

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