

Viet Tien Garment JSC in Retailing (Vietnam)

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Abstracts

Having lost its leading position in apparel and footwear specialist retailers to Blue Exchange Co Ltd during 2016, Viet Tien Garment's goal over the forecast period is to regain its position as the leading garment retailer in Vietnam. Accordingly, the company is set to undertake various strategic measures such as improving its human resources, the more innovative use of technology and different distribution channels and intensifying its use of price promotions in order to enhance production capa...

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