

VIP Industries Ltd in Personal Accessories (India)

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Abstracts

VIP Industries Ltd is focused on providing bags and luggage that are of high quality, innovative and unique. In order to fulfil its aims, the company started focusing on young consumers and began launching products that cater to this demographic. Part of this strategy is to target its marketing to young consumers who will be a big priority for the company over the first few years of the forecast period. This is because the company believes it is this demographic which holds the key to its future...

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