

VKC Inc in Personal Accessories (Philippines)

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Abstracts

VKC is expected to be even more visible across the country by expanding its presence in almost every department store and in some other leisure and personal goods specialist retailers. The company's Hawk brand is expected to continually adapt to changing consumer trends, as it innovates with its designs and marketing strategies. The brand is also expected to maintain the quality and value of its products to further strengthen its brand image for its target consumers.

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