

Vulcabrás azaléia SA in Apparel (Brazil)

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Abstracts

In order to recover growth, Vulcabrás|azaleia is reviewing its strategy and operational processes. In October 2012, the Financial and Investors' Relationships director and the Technology director were dismissed by the Administration Council as part of its restructuring. Prices of sports footwear were realigned with the market and all brands are going through a repositioning process in order to reduce costs and increase profitability.

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