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## ECCO A/S - Global Value Chain Management





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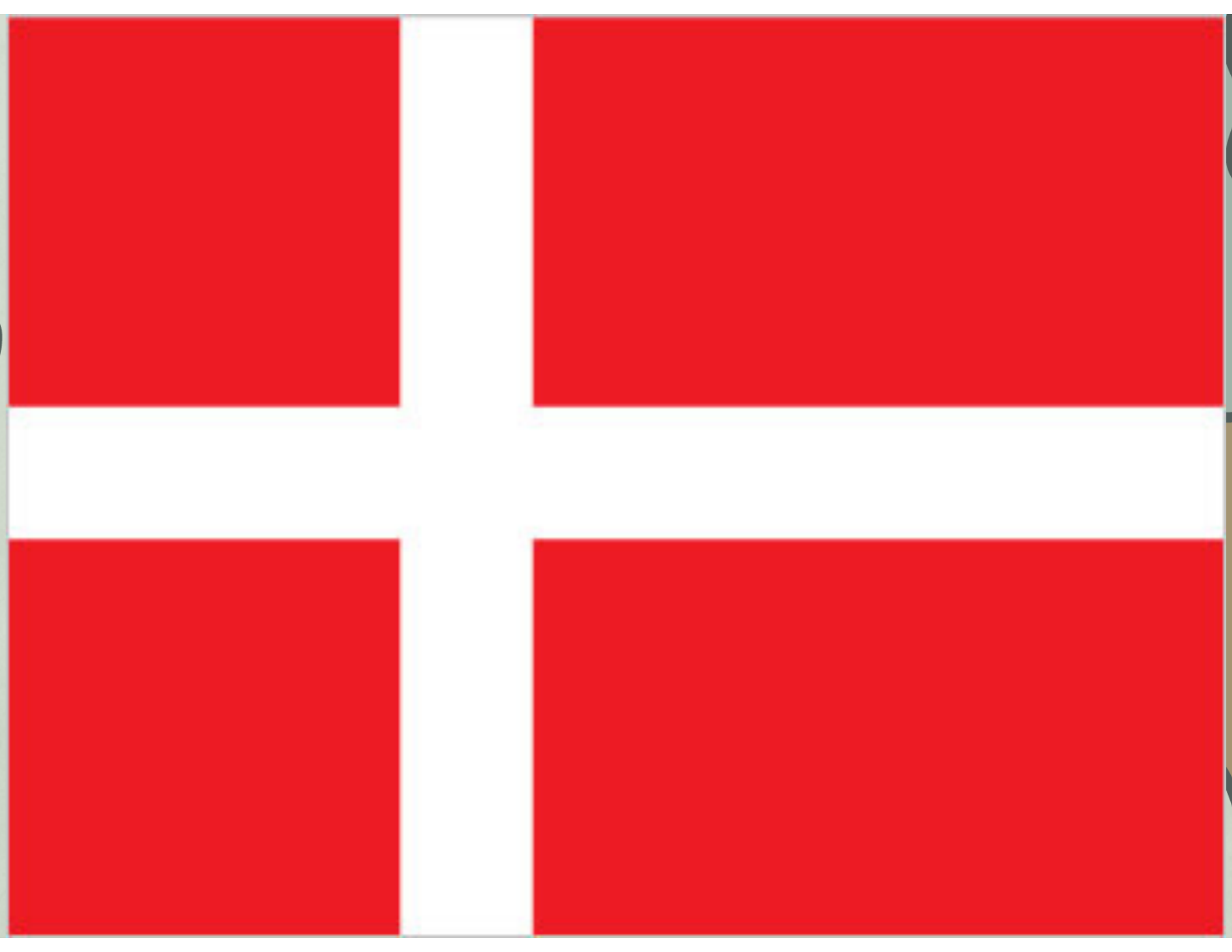


**NHÓM**

**IBCLo4-K4o**

**7**

**Trần Minh Chiến  
Đỗ Đức Long  
Nguyễn Đình Nhân**





You Tube

# COMPANY BACKGROUND



- Founded in Bredebro, Denmark by Karl Toosbuy in 1963.
- Slogan: “A perfect fit – a simple idea”
- The company vision’s: “most wanted brand within innovation and comfort footwear”

# Shoe types:

- Casual
- Outdoor
- Semi-sport



