

What is outlet?

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In business, outlet is the English term for stores that consume inventory, discount or season-end products. These outlet stores will retail directly to consumers the products produced by the company itself, not through any intermediary stores.



Why do consumers choose outlet products?

Outlet items are diverse in designs, types, sizes, suitable for many ages, not only products in the field of fashion such as clothing, footwear, jewelry . There are also household items, electronics such as air conditioners, computers, electric cookers .

Many people think that outlet is full of inventory products, obsolete of mid-range brands, poor quality. But in fact, besides products of mid-range brands, outlet stores also have products of many famous brands such as Nike, Calvin, Lacoste .



Prices of products in outlet stores usually have a price reduction of 30-80%. Outlet stores are places where you can own 'brand-name' products, but at a low price.

How to choose an outlet

Because outlet items are inventory and discounts, there will still be some slight errors. Therefore, when shopping at outlet stores, you should check the quality carefully, from materials, designs, needle points, before buying.



In addition, you should also check the origin, origin, price list of the product and compare with the market price. There are many brands that raise their prices at outlet stores then sell them at sale prices to attract customers.

If you can't find a product that suits you and will satisfy you in outlet stores, please step out. Do not think that you have come here to try to buy a product you do not like because you probably bought what you used.

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