

Alain Afflelou España SA in Eyewear (Spain)

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Date: June 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: AFFC9D855E6EN

Abstracts

The French optical shops chain continued to open new stores in Spain, its second most important market in volume terms. The retailer plans to consolidate its expansion strategy with the goal of having 350 outlets in the short term after opening its new low cost brand called Optical Discount, offering eyewear products with a 40-50% discount over market prices. In line with the review period, the company will continue to focus on both opening new stores and maintaining prices below the market aver...

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