

Associated British Foods Plc in Apparel and Footwear (Portugal)

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Abstracts

Associated British Foods' Primark brand is managed in Portugal by Lojas Primark Portugal – Exploração, Gestão e Administração de espaços comerciais. Remaining faithful to its initial concept, the aim of Primark is to continue to focus on providing the best value for money in the apparel and footwear market. Addressing a diverse audience, Primark's aim is to target the whole family. As such, it will continue with its everyday low price policy rather than focus on occasional promotional periods. T...

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