

C & A België SA in Retailing (Belgium)

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Abstracts

C & A België SA aims to further strengthen its position as a leading provider of value-for-money clothing in Belgium. The company attempts to increase the customer focus through the offer of fashionable clothing for a large target group on one hand, and through measures to improve the company's image and position on the other. Qualitative clothing which ranges from fashionable to classic items at relatively low prices addresses the needs of a large group of customers. In addition, C & A...

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Contents

Strategic Direction

Key Facts

Summary 1 C & A België SA: Key Facts

Summary 2 C & A België SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 C & A België SA: Private Label Portfolio

Competitive Positioning

Summary 4 C & A België SA: Competitive Position 2013

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