

C&A Belgie Comm V in Retailing (Belgium)

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Abstracts

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

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