

C&A Moda sro in Apparel and Footwear (Czech Republic)

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Abstracts

C&A Moda intends to focus on maintaining its position as one of the top four apparel and footwear players in the Czech Republic. The company realises that it faces severe competition from other fast fashion operators, such as H&M, New Yorker and Zara. To withstand the competition, the firm is expected to launch a country-specific internet retailing site in the Czech Republic. This is because consumers are increasingly comfortable about shopping online, and online sales are becoming more importan...

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