

C&A Mode Kft in Retailing (Hungary)

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Date: May 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: CA5F0FEF0D7EN

Abstracts

C&A dominates shopping malls and strip malls, offering a value for money alternative to the higher-priced apparel brands, and plans to open more stores in smaller towns in order to increase its market share.

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