

C&A Mode KG in Apparel (Germany)

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Abstracts

C&A Mode aims to further strengthen its position as a leading provider of value-for-money clothing in its biggest market. The company attempts to increase the 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 hand. In addition to this, C&A continues to invest in sustainability in order to strengthen its position. The company takes corporate social responsibility very...

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