

# Cdon Group E-Commerce AB in Apparel and Footwear (Norway)

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## Abstracts

CDON Group with its Nelly.com webstore wishes to continue to be the leading online apparel player in Norway offering fashionable clothing for young men and women. The company wants to increase consistently its value share in 2013 and 2014 by offering a large number of brands within clothing, footwear, underwear, swimming suites and sportswear.

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