

David Jones Ltd in Retailing (Australia)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: D534230F683EN

Abstracts

David Jones's new owner, Woolworths Holdings Ltd, announced that it will invest significant resources in new systems, programs and visual merchandising to transform David Jones into the top department store in the southern hemisphere. The transformation will also include rationalising the brand portfolio, an increased private label range and new loyalty and credit card programs.

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