

Debenhams Retail Plc in Retailing (United Kingdom)

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Abstracts

Debenhams Retail Plc continued to increase its revenue in 2012, however, sales of concession brands performed much better compared to Debenhams' own brands. The retailer is currently embarked on a four-point strategy to revitalise sales. This includes a focus on UK retailing, with the modernisation of 18 stores in 2012, 30 more to follow by 2014, and 17 store openings in the pipeline in the following five years. The company also plans to increase marketing spend and diversify its product range.

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