

Deichmann-Obuv sro in Apparel and Footwear (Czech Republic)

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Abstracts

Deichmann-Obuv is set to focus on the expansion of its retail chain and the modernisation of already established stores to meet the demand of consumers on for comfortable and homely shopping environments. The player aims to continue to offer a wide range of fashion footwear within all price segments, but keep prices reasonable. It plans to use frequent price promotions to lure consumers and resist the rising competition from other apparel and footwear specialists like CCC and Humanic. New produc...

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