

Delta Sport doo in Retailing (Serbia)

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Abstracts

Delta Sport is the exclusive distributor and/or the main franchise partner for the famous UK-based fashion brand New Look, the Canadian footwear retail brand Aldo, Spanish apparel specialist retailer Mango and the Italian retail brand Yamamay. Therefore the company's strategic direction involves establishing a dominant position in the retailing of apparel and fashion accessories by signing franchise agreements with world-famous retail brands.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Delta Sport Doo: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Competitive Positioning

Summary 2 Delta Sport Doo: Competitive Position 2016

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