

Delta Sport doo in Retailing (Serbia)

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Abstracts

Delta Sport continues to focus on expanding its network of retail outlets, with footwear and fashion accessories remaining the company's main product lines. In 2012/2013, the company introduced the famous UK-based fashion brand New Look to its retail operations. Delta Sport is the exclusive distributor and/or the main franchise partner for the Canadian footwear retail brand Aldo, Spanish apparel specialist retailer Mango and the Italian retail brand Yamamay. As a result, the company's strategic...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Delta Sport doo: Share of Sales Generated by Internet Retailing
2013-2015

Private Label

Competitive Positioning

Summary 2 Delta Sport doo: Competitive Position 2015

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