

Dunnes Stores Ltd in Retailing (Ireland)

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Abstracts

Dunnes Stores is likely to focus its efforts on its department stores in the coming years. However the company is also set to invest in its internet strategy and could launch a grocery retail department online. The company is set to continue to follow an upmarket strategy, particularly within its apparel and footwear departments and homewares. The company will continue its designer collaborations with a strong focus on Irish designers. In terms of its grocery department, the company will also fo...

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