

# Etam Développement SCA in Apparel and Footwear (France)

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## Abstracts

Etam Développement SCA aims to maintain its leadership in womenswear over the forecast period. In order to achieve this goal, the company is expected to invest further in its online stores and to develop internet services, in particular those which have the potential to drive high numbers of consumers into retail outlets. The retailer is also expected to invest further in technology which is able to track consumer behaviour and report it very quickly to corporate headquarters in order to optimis...

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