

Fox Wizel Ltd in Apparel (Israel)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F60DE679B9AEN

Abstracts

In 2012 Fox Wizel launched the American Eagle Outfitters brand in Israel, as well as the underwear brand Aerie. Aerie marks the company's attempt to strengthen its position in the underwear, nightwear and swimwear category, where it aims to become more competitive.

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Contents

Strategic Direction

Key Facts

Summary 1 Fox Wizel Ltd: Key Facts

Summary 2 Fox Wizel Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Fox Wizel Ltd: Competitive Position 2012

Internet Strategy



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