

Fox Wizel Ltd in Retailing (Israel)

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Abstracts

Fox Wizel Ltd's main focus going forward is to expand the number of American Eagle Outfitters outlets. This is the company's reaction to the introduction of multinational brands during the review period. American Eagle Outfitters is expected to outperform the Fox brand, which is the more basic of the two brands. Other potential growth engines include Laline, Fox Home and Billabong. These are Fox Wizel's lifestyle brands, which enable the company to profit from non-core businesses.

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Contents

Strategic Direction

Key Facts

Summary 1 Fox WizeL Ltd: Key Facts

Summary 2 Fox WizeL Ltd: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Fox WizeL Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Fox WizeL Ltd: Competitive Position 2012

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