

## 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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