

# Gap Canada Inc in Apparel and Footwear (Canada)

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## Abstracts

Gap Canada struggled to maintain sales towards the end of the review period, due to strong competition from fast fashion and luxury apparel brands alike. The company may thus opt to further reduce operational costs in the forecast period. This could result in the company shifting its model from a large store network to a strong online presence accompanied by a number of large flagship stores, with the latter acting as showrooms for its range. The company will meanwhile continue to seek a revival...

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## Contents

Strategic Direction

Key Facts

Summary 1 Gap Canada Inc: Key Facts

Retail Operations

Summary 2 Gap Canada Inc: Retail Operational Indicators

Internet Strategy

Competitive Positioning

Summary 3 Gap Canada Inc: Competitive Position 2016

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