

Gildan Activewear Inc in Apparel (Canada)

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Abstracts

Gildan's strategy focuses on production downtime to better align inventory levels with projected sales and improve supply chain efficiency. The company is also seeking to further increase its presence in the screen print market as well as to develop new products in T-shirts and activewear for women. Price increases and reductions in promotional activity are also on the agenda. In a bold move, the manufacturer believes that its future lies in retail, producing its own lines of Gildan brand...

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