

Golf & Co Group Ltd in Apparel (Israel)

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Abstracts

Golf & Co Group Ltd will try to continue increasing its selling space to maintain share in Israel. This is likely to prove challenging to the retailer following the entry of international apparel brands American Eagle Outfitters, Abercrombie & Fitch and H&M, all of which target urban consumers who are trend led. Golf & Co will have to tighten its marketing strategy, for example, by increasing its customer club members, in order to compete with these new players and the heightened competition...

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