

# Golf & Co Group Ltd in Retailing (Israel)

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## Abstracts

Golf & Co Group Ltd will aim to continue increasing its selling space in a bid to maintain share. This is likely to prove challenging to the retailer given the entrance of international apparel giants H&M in 2010, Abercrombie & Fitch in 2011 and American Eagle Outfitters in 2012, all of which target urban consumers who are more trend led. Furthermore, other players such as H&O Fashion Ltd, Fox Wize Ltd and Castro Model Ltd will also try to strengthen their positions. Thus, Golf & Co will have...

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