

# Gottex Brand Ltd in Retailing (Israel)

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## Abstracts

The company has been affected by the entry of other international brands into the market, including American Eagle, H&M and Forever 21. In addition, the continued success of internet retailing is affecting the company's sales as well. Gottex Brand's strategy to improve sales is to bring other brands to Israel, such as Old Navy or Banana Republic, which are owned by Gap Group.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Gottex Brand Ltd: Share of Sales Generated by Internet Retailing  
2014-2016

Private Label

Competitive Positioning

Summary 2 Gottex Brand Ltd: Competitive Position 2016

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