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Hacoupian Clothing Industries Inc in Retailing (Iran)

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Abstracts

The company aims to strengthen its brand position as the leading luxury men's clothing retailer by keeping existing customers loyal while trying to attract new ones through advertising campaigns and innovations in the product range. Due to the luxury nature of the brand the number of outlets is not expected to grow and Hacoupian stores will be concentrated only in big urban areas with high levels of disposable income, especially Tehran. However, major innovations in store design will be a strate...

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Contents

Strategic Direction
Company Background
Digital Strategy
Summary 1 Hacoupian Clothing Industries Inc: Share of Sales Generated by Internet Retailing 2014-2016
Competitive Positioning
Summary 2 Hacoupian Clothing Industries Inc: Competitive Position 2016

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