

# Hennes & Mauritz (H&M) Nederlands BV in Apparel and Footwear (Netherlands)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: HB262BB6FD6EN

## Abstracts

Hennes & Mauritz (H&M) Nederlands BV's strategy is to maintain its leading position in apparel and footwear in the Netherlands by offering the highest quality and most forward-looking fast-fashion items at reasonable prices and by further expanding its outlet network. In order to realise this strategy, H&M plans to expand the product range of its recently launched H&M sports brand and to extend the range of footwear on offer in its H&M stores and online web shops. The retailer is also seeking to...

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## Contents

Strategic Direction

Key Facts

Summary 1 Hennes & Mauritz (H&M) Nederlands BV: Key Facts

Summary 2 Hennes & Mauritz (H&M) Nederlands BV: Operational Indicators

Retail Operations

Summary 3 Hennes & Mauritz (H&M) Nederlands BV: Retail Operational Indicators

Internet Strategy

Chart 1 Hennes & Mauritz (H&M) Nederlands BV: H&M in Zoetermeer

Competitive Positioning

Summary 4 Hennes & Mauritz (H&M) Nederlands BV: Competitive Position 2016

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