

Hennes & Mauritz (H&M) SA in Retailing (Switzerland)

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Abstracts

H&M is expected to continue focusing on offering up-to-date fashion expertise, providing a range of products for consumers in search of basic products and those wanting the latest catwalk looks. The retailer will likely continue deploying its successful strategy through the use of celebrity and designer collaborations to build brand equity and create consumer anticipation for its releases. In addition, in its search for new avenues of growth, the retailer is expected to put more emphasis on...

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Contents

Strategic Direction

Company Background

Digital Strategy

Private Label

 Summary 1 Hennes & Mauritz (H&M) SA: Private Label Portfolio

Competitive Positioning

 Summary 2 Hennes & Mauritz (H&M) SA: Competitive Position 2015

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