

Hennes & Mauritz Japan KK in Apparel and Footwear (Japan)

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Abstracts

Hennes & Mauritz Japan KK continued to record strong value sales growth in 2013. It expanded its regional coverage by opening new outlets in Niigata, Tochigi, Mie, Shizuoka, Kagoshima and Hokkaido. The company aims to expand its regional coverage further in 2014, with the announcement of a new outlet in Ohita prefecture in early 2014. While H&M Japan does not operate its online store in Japan, the company actively pursues its omnichannel strategy with its smartphone application.

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Contents

Strategic Direction

Key Facts

Summary 1 Hennes & Mauritz Japan KK: Key Facts

Summary 2 Hennes & Mauritz Japan KK: Operational Indicators

Company Background

Competitive Positioning

Summary 3 Hennes & Mauritz Japan KK: Competitive Position 2013

Retail Operations

Summary 4 Hennes & Mauritz Japan KK: Retail Operational Indicators

Internet Strategy

Production

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