

Hennes & Mauritz Srl in Apparel and Footwear (Romania)

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Abstracts

The company entered apparel and footwear in Romania in 2011, with plans to open of 9-10 new stores each year. By the end of 2014, the company had an outlet network of 38 units and reached €3.6m sales revenue per store, which is the highest in the CEE Region. The successful inroads made by the player since entering Romania bodes well for its prospects of challenging the leading player at the GBO level, Inditex Group.

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