

# Hennes & Mauritz Srl in Apparel and Footwear (Romania)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: H222C88AD14EN

### **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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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 H&M Hennes and Mauritz Srl: Key Facts

Summary 2 H&M Hennes and Mauritz Srl: Operational Indicators

Competitive Positioning

Summary 3 H&M Hennes and Mauritz Srl: Competitive Position 2014

**Retail Operations** 

Summary 4 H&M Hennes and Mauritz Srl: Retail Operational Indicators

Internet Strategy



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