

H&M Hennes & Mauritz AB in Apparel and Footwear (Portugal)

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Abstracts

Hennes & Mautitz's business model is expected to remain stable over the forecast period. The company focuses on its products' design and quality rather than price. Regardless of its willingness to offer affordable and sustainable prices in order to aggressively compete against recent low-cost concepts, quality, comfort and modern design are concepts which are likely to be emphasised over the 2015-2019 period. With the direct intention of competing against the sportswear model, Hennes & Mauritz...

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