

H&M Hennes & Mauritz A/S in Apparel and Footwear (Denmark)

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Abstracts

Over the forecast period, H&M Hennes & Mauritz will continue aiming at providing fashionable and, at the same time, reasonably priced clothes to consumers. To achieve this goal, the company will extend its store network, focus on improving its online presence, collaborate with other, famous and higher-priced fashion brands, while in general paying attention to the latest consumer trends and demands.

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