

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

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## Abstracts

H&M in Norway will continue to promote its clothing to consumers as a trendy and fashionable option at a reasonable price. The company will persist with its current strategy of expanding its retail coverage by opening new stores, collaborating with famous fashion designers and continuing to develop new concepts tailored to current consumer trends.

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## Contents

Strategic Direction

Key Facts

Summary 1 H&M Hennes & Mauritz AS: Key Facts

Summary 2 H&M Hennes & Mauritz AS: Operational Indicators

Retail Operations

Summary 3 H&M Hennes & Mauritz AS: Retail Operational Indicators

Internet Strategy

Competitive Positioning

Summary 4 H&M Hennes & Mauritz AS: Competitive Position 2016

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