

H&M Hennes & Mauritz Kft in Apparel and Footwear (Hungary)

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Abstracts

Since its brand H&M is present in most large towns in Hungary, the company is not expected to massively expand in the future, but will rather focus on launching new collections and expanding its product portfolio, which may also affect products other than apparel and footwear. In addition, the firm is projected to continue to invest in promotions and advertising, including TV spots, among others. Moreover, H&M is likely to look to boost its online sales in Hungary.

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