

H&M Hennes & Mauritz Pte Ltd in Apparel and Footwear (Singapore)

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Abstracts

H&M Hennes & Mauritz Pte Ltd aims to improve its customer base by engaging in continual strategic expansion and development of its business network. Its growth target is to increase its number of stores by 10-15% per year internationally, and at the same time increase sales at a comparable rate. In order to develop a more clear and defined brand, it is striving to increase its sustainable development initiatives. Apart from increasing awareness and visibility for the company, these initiatives...

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