

H&M Retail Sdn Bhd in Apparel and Footwear (Malaysia)

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Abstracts

H&M Retail Sdn Bhd started to operate in Malaysia in 2012 and expanded rapidly from three stores opened in 2012 to eight stores in 2013. H&M Retail Sdn Bhd will continue to expand its retail outlets as there are more new shopping centres planned for the forecast period. Mobile commerce also began to be available in Malaysia with consumers able to download the application and purchase H&M products online.

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Chart 1 H&M Retail Sdn Bhd: H&M in Gurney Paragon

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