

Hudson's Bay Co, The in Retailing (Canada)

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Abstracts

The Hudson's Bay Co is directing its focus on the company's department store retailing segment and its flagship The Bay stores across Canada. These underwent changes to attract more affluent Canadian consumers in recent years as the brand has made a clear move upscale in order to benefit from the growing trend towards higher luxury spending among Canadians. Additionally, after the retailer re-launched its online shopping site for The Bay brand in 2011, the company placed a higher emphasis on.

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Contents

Strategic Direction

Key Facts

Summary 1 The Hudson's Bay Co: Key Facts

Internet Strategy

Summary 2 The Hudson's Bay Co: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 3 The Hudson's Bay Co: Private Label Portfolio

Competitive Positioning

Summary 4 The Hudson's Bay Co: Competitive Position 2011

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