

Hunkemöller BV in Apparel and Footwear (Netherlands)

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Abstracts

Hunkemöller BV is a company which specialises in so-called 'body fashion' retailing. This means that the company is active mainly in hosiery, women's underwear, women's nightwear and women's swimwear. The company almost exclusively sells an extensive range of products under its own brand. As the company has more than 200 outlets in the Netherlands as well as a successful internet retailing outlet, the strategy of the company is to maintain or even improve its current position. By investing in...

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