

# IC Companys A/S in Apparel (Denmark)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: I5D5602EE83EN

## Abstracts

IC Companys A/S is currently implementing a transformation of the company in order to increase its profitability. This includes a new brand strategy, where brands in the mid-market and fast fashion segments will focus on consolidation of their business, whereas the premium segment is pointed out as an area of international growth.

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