

Internet Mall as in Apparel and Footwear (Czech Republic)

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Abstracts

Internet Mall as was the largest internet retailer of apparel and footwear in 2013. However, it also offers different kinds of products via its website. The company engages in strong advertising campaigns for its online shop and it benefits from having a trustworthy and well-known name in the Czech Republic. For the forecast period, the company plans to widen its product portfolio, bringing new categories to its internet shop.

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