

KappAhl AB in Apparel (Sweden)

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Abstracts

KappAhl will seek to consolidate its market position through the development of collections best suited to the demands and wants of its core consumer group, namely women 30+ with families. The company will also seek to improve bottom-line profit margins through extensive cost-cutting. Lowering stock levels and efficiencies in logistics are integral in the company's aim to lower costs.

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