

# KappAhl Sverige AB (Publ) in Apparel and Footwear (Sweden)

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## Abstracts

The future plans of KappAhl Sverige will be focused on offering apparel and footwear at affordable prices to women, men and children, with a specific emphasis on its core consumer group of female adults. The company will focus on developing concepts and adapting them to ongoing shifts in consumption patterns and preferences. The increasingly competitive climate in apparel and footwear retailing is being met by a greater focus on cost efficiency within the company. As such, the focus will be on...

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