

KiK Textilien & Non-Food GmbH in Apparel (Austria)

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Abstracts

KiK Textilien & Non-Food GmbH positions itself as the first textile discounter offering the main apparel items at good quality. The company is expected to continue its expansion strategy. Specifically, KiK Textilien & Non-Food GmbH plans to move from 20,000 staff members and around 200 stores in 2012 to 4,000 outlets in Europe beyond the forecast period. As KiK Textilien & Non-Food GmbH is one of the companies offering the lowest budget prices in apparel in Austria, it profited from the crisis...

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Contents

Strategic Direction

Key Facts

Summary 1 KiK Textilien & Non-Food GmbH: Key Facts

Summary 2 KiK Textilien & Non-Food GmbH: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 KiK Textilien & Non-Food GmbH: Competitive Position 2012

Internet Strategy

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