

Kohl's Corp in Retailing (USA)

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Abstracts

Kohl's is one of the largest mixed retailers in the US market, with a strong presence in department stores, and also in internet retailing. Similar to other department stores, it experienced steeply declining store-based sales over the review period, whilst simultaneously growing its online business. The company only marginally expanded its store count between 2012 and 2015, and finished 2016 with a net decrease in outlets. The retailer is generally looking to close large, underperforming stores...

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