

La Redoute Portugal - Vendas À Distância SA in Retailing (Portugal)

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Abstracts

Due to the company's experience in Portugal, La Redoute executives recognise that in order to increase the player's popularity in Portugal constant renewal and expansion of the product portfolio is crucial. As a result, in parallel with the ongoing rejuvenation of its extensive apparel and footwear product portfolio, according to La Redoute executives, investments in expanding to other categories such as homewares and home furnishing are certain to be made during the forecast period. In order to...

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