

Le Bon Marché SA in Luxury Goods (France)

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Abstracts

LVMH Moët Hennessy Louis Vuitton is not expected to dramatically change the strategy of Le Bon Marche between 2015 and 2020. The player is not anticipated to open any new outlets and is set to maintain the premium positioning of the current store. In order to compete with the other department stores located in Paris, LVMH is likely to invest further in advertising to attract local consumers and tourists. The company is unlikely to dramatically expand the range of products sold under its private...

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