

Leder & Schuh International AG in Apparel (Austria)

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Abstracts

The company follows the strategy of strengthening its brand recognition and loyalty amongst Austrian consumers. Already having a leading presence in Austria as of 2012, the company is likely to expand further through store openings as well as introducing designer-focused footwear products in the forecast period.

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Contents

Strategic Direction Key Facts Summary 1 Leder & Schuh International AG: Key Facts Summary 2 Leder & Schuh International AG: Operational Indicators Company Background Production Competitive Positioning Summary 3 Leder & Schuh International AG: Competitive Position 2012 Internet Strategy



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