

Loblaws Cos Ltd in Apparel (Canada)

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Abstracts

Building on the growing sales of its private label apparel brand, Joe Fresh, Loblaws is continuing to expand its standalone Joe Fresh stores dedicated to this brand in Canada. Furthermore, the Canadian Joe Fresh has made its first steps into the US with the opening of the first standalone store in New York and collaboration with JC Penney. With a focus on fashionable, youthful merchandise, supported through fashion shows as well as traditional media, and with products at affordable prices, the...

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Contents

Strategic Direction

Key Facts

Summary 1 Loblaws Cos Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Loblaws Cos Ltd: Competitive Position 2012

Internet Strategy

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