

# Lojas Primark Portugal - Exploração, Gestão e Administração de espaços comerciais, SA in Apparel and Footwear (Portugal)

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## Abstracts

Remaining faithful to its initial concept, Primark's proposal for the review period is to remain centred in providing the best and most valuable apparel and footwear offering in the market. As such, it will concentrate on the continuation of a low price policy rather than occasional promotional periods. The low cost apparel and footwear concept and Primark brand in particular are achieving success in the Portuguese panorama. As a result, an outlet expansion plan is set to play a crucial role...

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