

MacIntosh Retail Group NV in Apparel (Netherlands)

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Date: September 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M1ED35CEEABEN

Abstracts

The strategy of MacIntosh is to focus on countries where it can achieve high penetration and which offer good prospects for organic growth. It is expanding its presence in apparel retailing, including through the introduction of new brands and retail concepts. Store openings are part of its strategy going forward, and the company also focuses on active supplier management, and strict inventory and discount management.

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