

Macys Inc in Retailing (USA)

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Date: April 2013

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: M1CA2557C1BEN

Abstracts

Macys Inc, formerly known as Federated Department Stores, continues to be the leading department store operator, operating under the fascias Macy's and Bloomingdale's. Its "My Macy's" initiative, a localised merchandising and marketing programme launched in 2008, which increased focus on the omnichannel experience, helped the company post notable sales gains compared with its competitors. The retailer will also expand its focus on the "millennial" consumer, considered a segment with great...

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