

Mego Co Ltd in Retailing (Taiwan)

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Abstracts

Mego faces multiple pressures from declining unit prices of its key competitors, weak spending power and a diverse and rapidly changing product offering from competing players. The company must remain competitive in terms of price following a price drop across fast-fashion retailers. The company may also seek to diversify its portfolio to stay competitive against its chief rivals – multinational fast-fashion chains – which have extensive resources and can tap into design and styles from around t...

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