

Metersbonwe Group in Apparel (China)

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Abstracts

As one of the company's key short term strategies, Metersbonwe Group plans to transform to fast fashion business model, imitating the success of international fast fashion players like Zara and H&M. In an attempt to achieve this target, the company continued to optimise its supply chain and product design, and improve operational efficiency to increase the sensibility towards fashion trend and efficiency of its design and production chains.

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