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Monsoon Accessorize Ltd in Personal Accessories (United Kingdom)

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Abstracts

The strategy of Monsoon Accessorize is to focus on separating Monsoon and Accessorize, and ensure they are positioned to respond to the fast changing retail environment. Such a decision is based on the fact that two stores have different consumer groups with Monsoon targeting affluent women, while Accessorize relies on mass consumers with lower purchasing power. In addition, the company is planning to further invest in internet channel as well as strengthening its management team.

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