

Neckermann.at GmbH in Retailing (Austria)

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Abstracts

Neckermann.at GmbH depends greatly on the long history of the Neckermann brand in mail order homeshopping. Nevertheless, the company has recently lost track of the prevailing market dynamics in internet retailing and has exposed itself too much to the downward trends which prevail in homeshopping. Its owner, Top Agers AG, has so far not revealed any ideas that would enable it to bring the company back to the path of positive growth.

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