

Next Plc in Apparel (United Kingdom)

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Abstracts

Next is one of the top high street retailers in Britain with over 500 retail outlets in the UK as of 2012. It provides a wide range of apparel and home products which are based at mid-market price points. It continues to remain on-trend and improve its online arm year-on-year. Despite the difficult economy, Next continues to grow in share as consumers appreciate its strong value-for-money. Moving forward, Next aims to increase its selling space by combining its Fashion and Home shop side by...

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