

# Noni B Ltd in Apparel (Australia)

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## Abstracts

Staff training and a commitment to customer service remain key priorities for Noni B Ltd across its store network, in an effort to differentiate its offering within an extremely competitive market in which discounting is rife. Rather than cutting back on service to reduce costs in these trying times, the company prioritises an enhanced shop floor experience for its customers, and credits its increased after-tax profit for the 2012 financial year to this approach. The company has also responded...

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