

OrotonGroup Ltd in Luxury Goods (Australia)

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Abstracts

OrotonGroup's strategy involves repositioning Oroton as a luxury attainable brand, and reducing discounting. The company posted a decline in sales following heavy discounting activity, and aims to revive sales through higher average selling prices. Over the forecast period OrotonGroup is expected to focus on: enhancing its store concepts; offering limited edition products; its multi-channel strategy; and international expansion.

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