

Otto GmbH in Apparel and Footwear (Austria)

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Abstracts

Otto GmbH is expected to further focus on its multichannel strategy, which includes homeshopping and e-commerce. Moreover, the company is anticipated to additionally focus on internet retailing over the forecast period in order to benefit from the growing popularity of this channel of distribution in Austria. While the company maintains its homeshopping business, the bulk of its current investment is appropriated to the development and further improvement of its online business. This is...

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