

Pacific Brands Ltd in Apparel (Australia)

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Abstracts

Reporting further challenging conditions and a tough retail environment, Pacific Brands Ltd posted a A\$451 million loss in the 2012 financial year, which follows on from loss posted in the prior year. However, the company remains relatively upbeat about its future growth prospects, due to its Pacific Brands 2010 transformation programme, implemented since 2009 to focus on a tighter brand portfolio, increase off-shore sourcing and operating with a leaner cost base.

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