

PPR SA in Retailing (Portugal)

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Abstracts

PPR Group renovated its Fnac stores in order to attract more customers and boost its flagging sales. Having closed its directly operated Puma outlets in Portugal, PPR made Puma branded goods available through other retail outlets as part of a cost optimisation strategy. Moreover, PPR decided to discontinue its Conforama operations after 2010, as Conforama's main furniture and homewares competitor Ikea had been so successful in Portugal that it was making the competition extremely difficult for...

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