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Prada Retail (M) Sdn Bhd in Luxury Goods (Malaysia)

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Abstracts

Prada will focus on strengthening its presence in Malaysia through opening new boutiques located outside of Kuala Lumpur. Penang and Malacca are likely to be among the next locations for Prada's new stores, due to the significant potential customer bases there.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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Contents

Strategic Direction
Key Facts
  Summary 1 Prada Retail (M) Sdn Bhd: Key Facts
  Summary 2 Prada Retail (M) Sdn Bhd: Operational Indicators
Internet Strategy
Competitive Positioning
  Summary 3 Prada Retail (M) Sdn Bhd: Luxury Brands by Category 2015

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