

Prada SpA in Luxury Goods (South Korea)

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Abstracts

The company lured consumers to outlets with discount promotions in 2016. The Prada brand rarely holds a nationwide sale, but season-off sales were successful, with many outlets reporting sales revenue increases. This move is in line with Prada headquarters' future plan, revealed at the investor presentation in New York in 2016, to shift the focus from high-priced products and offline store sales to lower-priced products and online business expansion.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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