

Prada SpA in Luxury Goods (Spain)

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Abstracts

Although Prada is immersed in an expansion plan in Spain, the plan has slowed down, mainly as a result of the economic crisis. The company's plans consist of opening a new store in Barcelona, more specifically in Passeig de Gracia. This way, the company will be present with its own store in the city, whereas before it could only be found in El Corte Inglés. However, the company had not yet opened this store at the time of writing the report.

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