

Premier Investments Ltd in Apparel (Australia)

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Date: June 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: P21AB32A444EN

Abstracts

The key strategic priorities for Premier Investments Ltd include rejuvenating and reinvigorating all five core apparel brands, expanding and growing the internet business and instigating an organisation-wide cost efficiency programme. The company also plans to grow the Peter Alexander and Smiggle brands significantly through continued store rollout, both within the country and abroad, with further expansion into Singapore, Malaysia and Japan planned over the forecast period.

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