

Primark BV in Retailing (Netherlands)

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Abstracts

Primark is expected to continue to maintain its highly distinct strategy in apparel and footwear specialist retailing in the Netherlands. Unlike most of its competitors, the company is unlikely to launch an internet platform but is set to continue to benefit from a strong social media presence and the use of social features on its own website. The company is also predicted to continue to focus mainly on large town and city centre stores, even though many of its competitors are exploring smaller...

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