

# Primark Stores Ltd in Retailing (United Kingdom)

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Date: February 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: PD15B9F2398EN

## Abstracts

Primark Stores is expected to remain absent from internet retailing in the forecast period, in contrast to many of its competitors' strong focus on omnichannel retailing. This will however enable the company to keep prices extremely low, with this being its core selling point. Primark will however continue to benefit from its strong digital marketing strategy and focus on social media. Primark expects profits to be challenged by currency fluctuations in the forecast period, with weakness for pou...

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Primark Stores Ltd: Share of Sales Generated by Internet Retailing  
2014-2016

Private Label

Summary 2 Primark Stores Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 Primark Stores Ltd: Competitive Position 2016

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