

Ralph Lauren Corp in Apparel and Footwear (USA)

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Date: January 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: RA87816712DEN

Abstracts

Ralph Lauren is focusing on improving its supply chain and managing its inventory more efficiently. Also, it is refocusing on its core brands, such as Ralph Lauren, Polo and Lauren Ralph Lauren, and evolving their products, marketing and shopping experience to maintain their image as high-profile brands and appeal to consumers.

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