

Reitmans (Canada) Ltd in Apparel (Canada)

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Abstracts

Reitmans (Canada) Ltd is refocusing its sales and merchandising strategies to grow sales through store realignment and merchandise development. In late-2011, the company announced the closure of its Cassis stores, which will later be re-branded under other of the company's brands. Additionally, the retailer has entered into closer cooperation with designers, such as Quebec-based Marie Saint Pierre, who developed a line of dress collections for Reitmans – a collaboration which is expected to...

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Contents

Strategic Direction

Key Facts

Summary 1 Reitmans Ltd: Key Facts

Summary 2 Reitmans Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Reitmans Ltd: Competitive Position 2012

Internet Strategy

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