

# Sears Canada Inc in Personal Accessories (Canada)

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## Abstracts

As Sears strives to return to profitability, the company is largely focused on building brand loyalty and bolstering its product categories and locations that are the strongest performers, including consumer appliances and soft goods such as apparel and personal accessories, which accounted for 60% of the company's sales in 2014. The retailer is focused on promoting its Canadian identity and offering value to shoppers through loyalty programmes and a wide product assortment. With its value...

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