

# Sergio Rossi SpA in Luxury Goods (Italy)

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## Abstracts

Sergio Rossi SpA is predicted to focus on its commercial and distribution strategy by consolidating its directly-operated retail stores network in Italy. Such a distribution channel should be more profitable for the brand thanks to greater awareness in Italy, at the expense of the wholesale distribution channel. The company will be more focused on its existing directly-operated stores than opening new ones in Italy. The Internet strategy should be complementary to the performance of its own...

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