

# Shimamura Co Ltd in Apparel (Japan)

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## Abstracts

The company's main objective is to increase value sales in men's outerwear and strengthen its overall position in apparel. Although Shimamura is strong in women's outerwear, its position in men's outerwear is weaker. It aims to achieve this goal by building stronger relationships with manufacturers in China, India and other developing countries, and to reduce production costs to further improve the quality and reduce the price of its products.

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