

Shoppers Stop Ltd in Retailing (India)

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Abstracts

Shopper Stop Ltd is synonymous with department stores in India. The company was among the first to enter this retail channel in India and it focuses primarily on apparel and footwear, personal accessories, eyewear, bags and luggage and beauty and personal care, among others. The company plans to maintain its very strong position in mixed retailers by expanding its outlet footprint across India, and by adding new brands to its portfolio.

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Contents

Strategic Direction

Company Background

Digital Strategy

Private Label

 Summary 1 Shopper's Stop Ltd: Private Label Portfolio

Competitive Positioning

 Summary 2 Shopper's Stop Ltd: Competitive Position 2016

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