

SmartGuy A/S in Apparel and Footwear (Denmark)

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Abstracts

SmartGuy portrays itself as a pure internet retailer, where all shops are 100% internet based, something which decreases operational costs for stores and manual handling, consequently providing consumers with more favourable prices. The company distributes and markets over 1,000 different brands and is expected to continue to enter into agreements with new, well-known companies and brands, in addition to developing its own new Stylepit brand.

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