

Sonae SGPS SA in Apparel and Footwear (Portugal)

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Abstracts

Sonae is a leading retailer in Portugal, operating in several markets. It is currently focusing on international expansion. Sonae is currently reviewing its specialist retailing strategy. This is visible in apparel and footwear, with the company investing in its brand portfolio so as to cater for different consumer groups. The company's aim in apparel and footwear is to consolidate its position and increase profitability.

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