

Tesco Stores CR AS in Apparel (Czech Republic)

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Abstracts

Apparel products sold by Tesco are expected to benefit from strengthening of the private label F&F and the expanding space dedicated to apparel in hypermarkets. The Cherokee brand is no longer present on the Czech market (in retail outlets nor internet retailing) and the company now concentrates fully on the F&F brand.

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Contents

Strategic Direction

Key Facts

Summary 1 Tesco Stores CR AS: Key Facts

Summary 2 Tesco Stores CR AS: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Tesco Stores CR AS: Competitive Position 2012

Internet Strategy

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