

# TJX Deutschland Ltd & Co KG in Retailing (Germany)

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## Abstracts

As an off-price retailer, TJX's TK Maxx banner has a clear positioning in the German market, with no significant competitor. As German consumers are generally price-sensitive but still want good quality, TK Maxx's unique off-price concept appeals to many. In this regard, TJX is expected to continue with its outlet expansion strategy in Germany as well as offer its customers a wide range of branded products at much lower retail prices than its competitors. Having increased the number of its outle...

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