

Yoox SpA in Retailing (Italy)

https://marketpublishers.com/r/Y4D9F43FB46EN.html

Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Y4D9F43FB46EN

Abstracts

Yoox has announced that it will focus its growth strategy on improving conversion rates, as well as customer engagement to drive repeat sales. The company wants to grow at a faster rate than online luxury sales and will introduce a private label line to drive off-season sales. It expects that its private label will account for 10% of overall company sales by 2020.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction
Company Background

Digital Strategy

Summary 1 Yoox SpA: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Yoox SpA: Competitive Position 2016



I would like to order

Product name: Yoox SpA in Retailing (Italy)

Product link: https://marketpublishers.com/r/Y4D9F43FB46EN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/Y4D9F43FB46EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970