

Zoot SRL in Retailing (Romania)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: Z59C506D1B9EN

Abstracts

Zoot.ro is a new concept which combines online sales with offline sales in a new way, aiming to create awareness and gain share. A combination of e-shop and physical shops is the new concept, which is attracting an increasing number of consumers, eager to interact physically with the products they choose through the internet. The company offers new brands which provide different fashion concepts which make consumers feel that they are different in terms of what they wear. Accordingly, the compan...

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