

Ascena Retail Group Inc - Strategic SWOT Analysis Review

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Abstracts

Ascena Retail Group Inc - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

Ascena Retail Group Inc (Ascena), formerly Dress Barn, Inc, is a specialty retailer. The company offers a wide range of apparel, shoes, and accessories for women and girls. It operates through an extensive network of stores and eCommerce websites. Ascena sells intimate apparel and accessories including jackets, sweaters, pants, skirts, outerwear, and denim. It also commercializes sportswear and casual footwear. Ascena provides casual and special occasion fashion apparel and accessories, gift cards and store credit cards. Its brands include LOFT, Lane Bryant, Justice, Lou & Grey, Cacique, Maurices, and Dressbarn. The company operates in the US, Canada and Puerto Rico. Ascena is headquartered in Mahwah, New Jersey, the US.

Ascena Retail Group Inc Key Recent Developments

Nov 22,2019: ascena retail group raised \$6.2 Million for the Breast Cancer Research Foundation

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

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COMPANIES MENTIONED

American Eagle Outfitters Inc
Chico's FAS Inc
J Crew Group Inc
JC Penney Company Inc
Kohl's Corp
Lands' End Inc
Old Navy, LLC
Target Corp
Tjx Companies Inc

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