

Clothing Retail Chains

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Date: October 2013

Pages: 149

Price: US\$ 1,300.00 (Single User License)

ID: C02B9EB6821EN

Abstracts

The study will be available in electronic form, after an order is received, within 6 days.

The adverse economic conditions have reduced the household disposable income, resulting in a significant drop in demand in the market of Clothing Retail Chains. Consumer behaviour has also adjusted accordingly to the current economic environment and is mainly characterised by the reduction of the average spend per visit, the purchase of items on offer and the purchase of products based on specific needs. One of the biggest threats facing the ready-to-wear clothing retail chains, and closely related to their sustainability, is reduced liquidity, as a result of the reduction of the credit duration by suppliers and their limited ability to obtain bank loans.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the Clothing Retail Chains in Greece and to examine its prospects, while presenting information on the international market.

More specifically, the first five chapters of the study feature information on the Clothing Retail Chains, which refer to general characteristics, the institutional framework, the demand, the offer and the size of the industry. In the sixth chapter of the study we will present information on the relevant market internationally. Finally, we will present the conclusions and the prospects of the market, as well as an annex with selected financial indicators of major enterprises.

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