

Outlets

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Date: June 2014

Pages: 0

Price: US\$ 1,200.00 (Single User License)

ID: O142EB0113EEN

Abstracts

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

Demand for the lease of stores in outlets comes mainly from clothing and footwear production and commercialisation enterprises and depends on the customers' preferences as to the place and way of shopping. In the domestic market, there are eight outlets with approximately 500 discount stores.

This study was compiled by STOCHASIS Management Consultancy S.A. and aims to reflect the current state of the market of the outlets 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 outlets, 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 the main producing companies in 2010-2012.

Contents

SYNOPSIS

INTRODUCTION

1. GENERAL INFORMATION

- 1.1 Definition
- 1.2 General data on the industry
- 1.3 Industry characteristics

2. INSTITUTIONAL FRAMEWORK

3. DEMAND

- 3.1 Determinants of demand
- 3.2 Analysis of selected determinants of demand

4. OFFER

- 4.1. Main outlets
- 4.2. Main outlet operators
- 4.3. Main retail chains of ready made garments (leaseholders of outlet spaces)

5 MARKET

- 5.1 Domestic market size (2009-2013)
- 5.2. Domestic market size for shopping centres and for retail chains of ready made garments
- 5.3. Comparison between outlets and other clothing and footwear distribution networks
- 5.4 Domestic market size for e-commerce
- 5.5 Porter's five forces

6. INTERNATIONAL MARKET

- 6.1 Basic information of the european market
- 6.2 General information of the market
- 6.2. Resident index per outlet

- 6.3. The largest leaseholders in outlets
- 6.4. The fastest growing leaseholders in outlets
- 6.5. Household expenditure on clothing in ?U-28

7. CONCLUSIONS - PROSPECTS

- 7.1 SWOT Analysis
- 7.2 Main findings - Prospects

ANNEX

- Financial ratios of major enterprises of the industry
 - A. Capital structure indicators and financial leverage
 - B. Liquidity indicators
 - C. Activity indicators
 - D. Performance indicators
- Types of financial indicators

SOURCES & BIBLIOGRAPHY

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