

Profile of Asos: a fast growing online clothing retailer

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Asos, based in the UK, is a leading online retailer of clothing, footwear, accessories, beauty products and grooming products. The company has achieved significant growth since its establishment in 1999, and it now operates eight local language sites, as well as offices and distribution facilities in various locations around the world. Asos has benefited hugely from the trend of rapid growth in sales through online retailing, and the company boasts 16.5 mn active customers worldwide. Furthermore, its websites attract hundreds of millions of visits per month. The company is committed to offering its customers the very latest fashion products by stocking its own brands and third party brands, and it launches 5,000 new styles each week. Also, the company is dedicated to providing its customers with the best online retail experience, and is exploring the use of technologies such as artificial intelligence (AI) in order to achieve this. This report explores the development of Asos as it has capitalised on the growth of online retailing and worked to satisfy consumer demand for fast fashion products. Furthermore, it discusses Asos's business strategy, corporate social responsibility (CSR) policies and achievements, financial performance, products, sourcing operations and technologies, and it provides an outlook for the future.

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