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## Pandora: fast-fashion or "category killer"?

By Balgaradean, Cristina Maria / Bucuta, Anca

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Analysis of the assortment and price strategy | An important feature of young consumers is their desire to be fashionable and keep up with friends and trends in society. In this way they can individualize themselves, feel unique and prove their belonging to a particular social group. Their physical appearance intimidated by the way they dress and the accessories they wear plays an important role. For modern consumers, price is most often the leading factor in choosing the most suited dress or jewelry as they attempt to find the fanciest clothes, jewelry and accessories at the most affordable price. The present study highlights the assortment and price strategy of Pandora, a global player in the jewelry industry, which is focusing mainly on young consumers. The novel design, the permanently renewed collections, the innovations, the focus on online promotion, as well as very friendly personnel are key elements by which this "category killer" becomes very successful on various international markets. The company pursues an effective targeting strategy addressed to younger consumers, enhancing its competitive advantage and gaining attractiveness and awareness among its customers. | Format: Paperback | Language/Sprache: english | 102 gr |...



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