

## Analisa situasi dan rekomendasi dari hennes and mauritz dan abercrombie and fitch = Situational analysis and recommendation of hennes and mauritz versus abercrombie and fitch

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### Abstrak

[<b> ABSTRAK</b><br> Fokus dari skripsi ini adalah untuk membandingkan Hennes&Mauritz and Abercrombie&Fitch performa retail di dalam industry fesien yang cepat ini. Tujuan dari pembelaran ini adalah untuk mengerti strategi perusahaan dan bagaimana Hennes&Mauritz and Abercrombie&Fitch bertahan di era sekarang. Setelah mengetahui ini, pembaca akan dapat mengetahui perubahan apa yang harus dilakukan untuk meningkatkan kualitas strategi untuk retail dalam dunia fesien yang cepat ini. Penelitian dilakukan dengan interpretasi kualitatif. Data dikumpulkan melalui wawancara yang mendalam.<hr>

<b>ABSTRACT</b><b> The focus of this study is to compare Hennes&Mauritz and Abercrombie&Fitch retail performance in the fast fashion industry. The purpose of this study is to understand company?s strategy and how both of Hennes&Mauritz and Abercrombie&Fitch survive in this new era. Knowing this will allow reader to identify changes should be made to improve retail strategy in the fast fashion trend. This research is qualitative descriptive interpretive. The data were collected by means of deep interview.;The focus of this study is to compare Hennes&Mauritz and Abercrombie&Fitch retail performance in the fast fashion industry. The purpose of this study is to understand company?s strategy and how both of Hennes&Mauritz and Abercrombie&Fitch survive in this new era. Knowing this will allow reader to identify changes should be made to improve retail strategy in the fast fashion trend. This research is qualitative descriptive interpretive. The data were collected by means of deep interview.;The focus of this study is to compare Hennes&Mauritz and Abercrombie&Fitch retail performance in the fast fashion industry. The purpose of this study is to understand company?s strategy and how both of Hennes&Mauritz and Abercrombie&Fitch survive in this new era. Knowing this will allow reader to identify changes should be made to improve retail strategy in the fast fashion trend. This research is qualitative descriptive interpretive. The data were collected by means of deep interview.;The focus of this study is to compare Hennes&Mauritz and Abercrombie&Fitch retail performance in the fast fashion industry. The purpose of this study is to understand company?s strategy and how both of Hennes&Mauritz and Abercrombie&Fitch survive in this new era. Knowing this will allow reader to identify changes should be made to improve retail strategy in the fast fashion trend. This research is qualitative descriptive interpretive. The data were collected by means of deep interview.;The focus of this study is to compare Hennes&Mauritz and Abercrombie&Fitch retail performance in the fast fashion industry. The purpose of this study is to

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