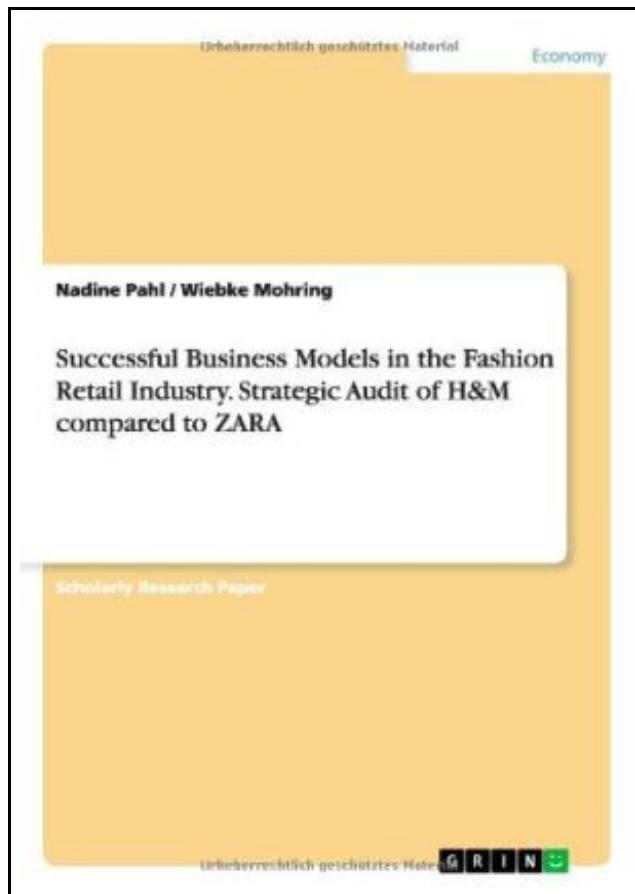


# Successful Business Models in the Fashion Retail Industry. Strategic Audit of Hm Compared to Zara



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