



source:

Primark defies switch from high street to online as sales surge continues

ABF company to stop selling its fashion on Asos website and open one million sq ft of new retail space

Sarah Butler and Angela Monaghan
theguardian.com, Monday 9 September 2013 09:23 BST



Primark's low prices have attracted customers as household budgets remain squeezed. Photograph: Jonathan Nicholson/Demotix/Corbis

Primark is axing its internet experiment to sell its fashion on the Asos website and is to open one million sq foot of retail space, defying the

<http://www.theguardian.com/world/2013/oct/24/primark-compensation-rana-plaza-factory-collapse-bangladesh>

To some extent this macro-environment factors can directly affect Primark, as consumers are becoming more ethically conscious. Primark, as a brand, focuses on it's low costs and high profits mainly through manufacturing, production within low economically developing countries. If it's target consumers see this as an issue, this could affect Primark's entire marketing communications strategy.