

Alain Afflelou SA in Eyewear (France)

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Abstracts

Alain Afflelou aims to retain its leading position in both the premium (with Alain Afflelou shops) and discount segments (with Optical Discount shops, acquired in 2015). In addition, the company will focus on developing its online presence following the acquisition of the pure online players Happyview.fr and Malentille.com in 2016.

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Contents

Strategic Direction

Key Facts

Summary 1 Alain Afflelou SA: Key Facts

Summary 2 Alain Afflelou SA: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Alain Afflelou SA: Private Label Portfolio

Competitive Positioning

Summary 4 Alain Afflelou SA: Competitive Position 2016

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