

# Alcampo SA in Retailing (Spain)

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### **Abstracts**

During 2014, Alcampo continued to focus on offering a wide assortment of products at affordable prices. According to various studies, Alcampo stands out as the cheapest grocery retailer in Spain, both in terms of its online operations and its store-based retail outlets.

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### **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Alcampo SA: Key Facts

Summary 2 Alcampo SA: Operational Indicators

Internet Strategy

Summary 3 Alcampo SA: Share of Sales Generated by internet Retailing

Company Background

Chart 1 Alcampo SA: Alcampo, Hypermarkets in Madrid

Private Label

Summary 4 Alcampo SA: Private Label Portfolio

Competitive Positioning

Summary 5 Alcampo SA: Competitive Position 2014



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