

# Aldi Group in Retailing (Germany)

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Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: A3A56D7DF0CEN

## Abstracts

In this report, and thereby deviating from all other company profiles, NBOs Aldi Nord and Aldi Süd are discussed together under the GBO Aldi Group. The reason for this is the fact that from a consumer's point of view it is one company, and also both parts of the company are not in direct competition with each other, since Germany (and the rest of the world) has been separated into two territories, with no overlap.

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