

Aldi Holding ApS in Retailing (Denmark)

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Abstracts

Aldi was struggling with poor outlet formats which did not correspond to the expectations of Danish consumers, and this was the main focus of the retailer in 2014. To help improve this, the German owner of Aldi Group injected an investment of DKK200 million into its Danish branch in 2014, with the aim of the chain fighting back and recovering its position in the discounters channel.

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Contents

Strategic Direction

Key Facts

Summary 1 Aldi Holding ApS: Key Facts

Summary 2 Aldi Holding ApS: Operational Indicators

Internet Strategy

Summary 3 Aldi Holding ApS: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Aldi Holding ApS: Private Label Portfolio

Competitive Positioning

Summary 5 Aldi Holding ApS: Competitive Position 2014

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