

Aldi Suisse AG in Retailing (Switzerland)

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Abstracts

Aldi's strategy is to provide a limited assortment of about 1,000 products, mainly private label, in an average sales area of 1,000 sq m at advantageous prices. In addition, the company has weekly changing offers of various food as well as non-food products. In the last few years the company increasingly started to introduce branded products, and to diversify by offering travel, mobile phone and photo services. In the future Aldi Suisse is expected to slow down its opening of new outlets, but...

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