

Alkor & Co OOO in Retailing (Russia)

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Abstracts

Alkor & Co's chain of stores L'Etoile is the largest beauty specialist retailer in Russia. The company operates in the biggest Russian cities, and has a well-deserved good reputation amongst Russians. Alkor & Co aims to open nearly 100 stores, primarily in the regions, in order to expand its geographic presence and strengthen its competitive position by 2020.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Alkor & Co OOO: Share of Sales Generated by Internet Retailing
2013-2015

Private Label

Summary 2 Alkor & Co OOO: Private Label Portfolio

Competitive Positioning

Summary 3 Alkor & Co OOO: Competitive Position 2015

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