

# Argos Plc in Retailing (United Kingdom)

<https://marketpublishers.com/r/A3ABB28C11AEN.html>

Date: May 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: A3ABB28C11AEN

## Abstracts

Following a disappointing fall in profits, in late 2012, Home Retail Group announced a new strategy to revitalise Argos' fortunes. The strategy focuses on digital retail, involving the closure of 75 stores, and the winding down of the famous Argos catalogue. The company envisages that more consumers are buying online and that its stores will be used more as collection points. The company is hoping to use the widespread brand recognition and loyalty Argos commands, as well as huge distribution...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning."

## Contents

Strategic Direction

Key Facts

Summary 1 Argos Plc: Key Facts

Summary 2 Argos Plc: Operational Indicators

Internet Strategy

Summary 3 Argos Plc: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Argos Plc: Private Label Portfolio

Competitive Positioning

Summary 5 Argos Plc: Competitive Position 2012

## I would like to order

Product name: Argos Plc in Retailing (United Kingdom)

Product link: <https://marketpublishers.com/r/A3ABB28C11AEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A3ABB28C11AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970