

Associated British Foods Plc in Retailing (Spain)

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Abstracts

After revamping its flagship store in Madrid in commemoration of the eighth anniversary of its entry into Spain and the recent openings of outlets in Logroño and Tenerife, the company plans to continue its expansion programme by opening new outlets in Spain. In recent years, the company has only closed one establishment in Zaragoza as the shopping centre in which it was located did not draw enough traffic to justify its presence.

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Contents

Strategic Direction

Key Facts

Summary 1 Associated British Foods Plc: Key Facts

Summary 2 Associated British Foods Plc: Operational Indicators

Internet Strategy

Summary 3 Associated British Foods Plc: Share of Sales Generated by internet

Retailing

Company Background

Chart 1 Primark Tiendas SL: Primark, Apparel and footwear specialist retailers in Madrid

Private Label

Summary 4 Associated British Foods Plc: Private Label Portfolio

Competitive Positioning

Summary 5 Associated British Foods Plc: Competitive Position 2014

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