

## B & Q Plc in Retailing (Ireland)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B73B5EA299CEN

### Abstracts

B & Q has undertaken a strategy of offering value for money in the Irish market. It intends to continue with the revamping of private label brands during 2012 and into 2013, reflecting a new direction of innovation and inspirational product offerings. Future prospects for the company are roust, although the continuing lack of consumer confidence remains a concern. However, the current growth in interest in repair and maintenance will prove beneficial.

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