

Bang & Olufsen UK Ltd in Consumer Electronics (United Kingdom)

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Abstracts

In 2015 and 2016, Band & Olufsen managed to bounce back from earlier years of declining performance. Indeed, the brand is capitalising on its strategy to increasingly pull away from partnerships with lower-end retailers and focus on developing a standardised retail experience across its own store portfolio which more effectively targets the most demanding and highest-margin consumer electronics consumers. It managed to open several stores throughout the UK in 2015 and is planning on continuing i...

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Contents

Strategic Direction

Key Facts

Summary 1 Bang & Olufsen UK Ltd: Key Facts

Summary 2 Bang & Olufsen UK Ltd: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Bang and Olufsen UK Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Bang & Olufsen UK Ltd: Competitive Position 2016

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