

Bargain Booze Ltd in Alcoholic Drinks (United Kingdom)

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Date: June 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: B47823C2492EN

Abstracts

Bargain Booze aims to maintain its position as the leading off-licence franchise chain by expanding geographically beyond the regions where the retailer has a stronger presence, differentiating its offering to include a stronger focus on wine, improving the coordination of the franchisees, engaging in national advertising and introducing larger store formats.

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Contents

Strategic Direction

Key Facts

Summary 1 Bargain Booze Ltd: Key Facts

Summary 2 Bargain Booze Ltd: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Bargain Booze Ltd: Competitive Position 2013



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