

# BauMax AG in Retailing (Austria)

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Date: July 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: BE02D2D442FEN

## Abstracts

Struggling with current losses, the company has cancelled all expansion plans, focusing on cost cutting in all areas in a bid to return the company to profit. By enlarging its private label range the company is planning to differentiate itself from competitors and to increase profit margins.

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## Contents

BAUMAX AG IN RETAILING (AUSTRIA)

Euromonitor International

July 2013

### **LIST OF CONTENTS AND TABLES**

Strategic Direction

Key Facts

Summary 1 BauMax AG: Key Facts

Summary 2 BauMax AG: Operational Indicators

Internet Strategy

Summary 3 BauMax AG: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 BauMax AG: Private Label Portfolio

Competitive Positioning

Summary 5 BauMax AG: Competitive Position 2012

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