

Belkoopsoyuz CHUP in Retailing (Belarus)

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Abstracts

Belkoopsoyuz is expected to work to keep its position as one of the leading retailers in Belarus in the face of increasing competition from chained rivals. In particular, the company aims to continue to cut costs by closing unprofitable outlets in smaller rural towns and villages. To improve revenues, it plans, simultaneously, to invest more in the opening of large modern outlets in bigger towns and major cities. To counter strong competition from modern retail chains, Belkoopsoyuz will also see...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Belkoopsoyuz CHUP: Share of Sales Generated by Internet Retailing
2014-2016

Competitive Positioning

Summary 2 Belkoopsoyuz CHUP: Competitive Position 2016

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