

Benetton Group SpA in Retailing (Italy)

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Abstracts

In Italy the Benetton Group SpA is engaging in extensive marketing efforts in image advertising, identification with social causes, such as communication messages on racism, unemployment, HIV and child abuse. This marketing strategy permits the Benetton Group to position its brand on creating uniqueness that no other brands have. Benetton also benefits from having a large store network and a good brand reputation within its field of expertise. The Benetton Group invests in: product innovation,...

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Contents

Strategic Direction

Key Facts

Summary 1 Benetton Group SpA: Key Facts

Summary 2 Benetton Group SpA: Operational Indicators

Internet Strategy

Summary 3 Benetton Group SpA: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Benetton Group SpA: Benetton, Apparel and Footwear Specialist Retailers, in Florence

Private Label

Competitive Positioning

Summary 4 Benetton Group SpA: Competitive Position 2013

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