

Big C Supercenter PCL in Retailing (Thailand)

https://marketpublishers.com/r/B07AB5047E6EN.html

Date: May 2015

Pages: 5

Price: US\$ 572.00 (Single User License)

ID: B07AB5047E6EN

Abstracts

Big C Supercenter PCL is planning to aggressively expand while also develop new distribution centres over the forecast period. The company is aiming to increase the number of its new outlets across hypermarkets, supermarkets, convenience stores, forecourt retailers, parapharmacies as well as cash and carry to reach a total of 1,250 outlets by 2016. Its convenience stores Mini Big C format is expected to reach 950 outlets, particularly in chained forecourt retailers at the Bang Chak petrol...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Big C Supercenter PCL: Key Facts

Summary 2 Big C Supercenter PCL: Operational Indicators

Internet Strategy

Summary 3 Big C Supercenter PCL: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Big C Supercenter PCL: Mini Big C, Convenience store in Bangkok

Private Label

Summary 4 Big C Supercenter PCL: Private Label Portfolio

Competitive Positioning

Summary 5 Big C Supercenter PCL: Competitive Position 2014



I would like to order

Product name: Big C Supercenter PCL in Retailing (Thailand)

Product link: https://marketpublishers.com/r/B07AB5047E6EN.html

Price: US\$ 572.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/B07AB5047E6EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:		
Last name:		
Email:		
Company:		
Address:		
City:		
Zip code:		
Country:		
Tel:		
Fax:		
Your message:		
	**All fields are required	
	Custumer signature	

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970