

Boots Opticians Ltd in Eyewear (United Kingdom)

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Abstracts

Boots Opticians aims to open more outlets throughout the UK in 2014. It also plans to boost its sales by increasing its customer offers, which is the strongest way of generating share in eyewear. The company also has plans to improve its technological offerings by incorporating more photo booths, which customers can use when trying on different frames.

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Contents

Strategic Direction

Key Facts

Summary 1 Boots Opticians Ltd: Key Facts

Summary 2 Boots Opticians Ltd: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 Boots Opticians Ltd: Private Label Portfolio

Competitive Positioning

Summary 4 Boots Opticians Ltd: Competitive Position 2013

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