

But International in Consumer Appliances (France)

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Abstracts

In recent years BUT International realigned its strategy on proximity service by setting up BUT Cosy and BUT City; it is expected to maintain this strategic focus on proximity by opening new BUT Cosy outlets in and around mid-sized towns of about 30,000-40,000 inhabitants, whilst also attempting to build its presence in major cities when possible via the concept of BUT City. From a general perspective, BUT International is also expected to further position its product lines on the aspects of...

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Contents

Strategic Direction

Key Facts

Summary 1 BUT International: Key Facts

Summary 2 BUT International: Operational Indicators

Company Background

Internet Strategy

Private Label

Summary 3 BUT International: Private Label Portfolio

Competitive Positioning

Summary 4 BUT International: Competitive Position 2013

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