

Carrefour Indonesia PT in Retailing (Indonesia)

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Date: April 2014

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: C35BCDBA5EAEN

Abstracts

Following the acquisition by well-established Indonesian business empire CT Corp, Carrefour is likely to continue its outlet expansion over the forecast period. Aiming at double-digit annual growth, outlet expansion to less developed cities remains one of the company's strategic decisions. The company is expected to change its brand name temporarily to Trans Carrefour in the medium-term, then the brand name will eventually be "Trans" by the end of the forecast period, as the licensing deal...

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Contents

Strategic Direction

Key Facts

Summary 1 Carrefour Indonesia PT: Key Facts

Summary 2 Carrefour Indonesia PT: Operational Indicators

Internet Strategy

Company Background

Chart 1 Carrefour Indonesia PT: Carrefour in Ambarukmo Plaza, Yogyakarta

Private Label

Summary 3 Carrefour Indonesia PT: Private Label Portfolio

Competitive Positioning

Summary 4 Carrefour Indonesia PT: Competitive Position 2013

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