

Carrefour-Marinopoulos SA in Retailing (Greece)

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Abstracts

In 2014 Marinopoulos Group achieved noteworthy network expansion of 150 new outlets via new franchising deals, whilst it also entered cash and carry, with its first such outlet. The company also made deals for shop-in-shop operations with department store and beauty specialist retailer Hondos Bros. In 2015 the company will focus on network organisation, placing all its newly acquired outlets into operation and remodelling old ones, whilst continuing to look for potential new acquisitions to...

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Contents

Strategic Direction

Key Facts

Summary 1 Carrefour-Marinopoulos SA: Key Facts

Summary 2 Carrefour-Marinopoulos SA: Operational Indicators

Internet Strategy

Summary 3 Carrefour-Marinopoulos SA: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Carrefour-Marinopoulos SA: Carrefour Express, Supermarkets in Thessaloniki

Private Label

Summary 4 Carrefour-Marinopoulos SA: Private Label Portfolio

Competitive Positioning

Summary 5 Carrefour-Marinopoulos SA: Competitive Position 2014

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