

# Carrefour SA in Retailing (France)

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Date: December 2016

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: C37C9867DDDEN

## Abstracts

Carrefour's main priorities in the short term will be to get back on track in the hypermarket channel, its traditional area of business, bring an end to the Dia case and make up for its delay in cross-channel development. After modest results in 2014 in value terms, Carrefour put in a better performance in its domestic market in 2015 and 2016. Increasing investment in logistics and remodelling following the arrival of Georges Plassat, its current CEO, has begun to pay off, with the Carrefour bra...

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Carrefour SA: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Carrefour SA: Private Label Portfolio

Competitive Positioning

Summary 3 Carrefour SA: Competitive Position 2016

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