

# Castorama Polska Sp zoo in Retailing (Poland)

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## Abstracts

The strategy of Castorama Polska is further development and the increasing availability of its offer, amongst others by opening new stores. The company seeks to strengthen its leadership in home improvement and gardening stores. The focus will be placed on improvements to the company's website and the use of social media platforms to better connect with consumers.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Castorama Polska Sp zoo: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Castorama Polska Sp zoo: Private Label Portfolio

Competitive Positioning

Summary 3 Castorama Polska Sp zoo: Competitive Position 2016

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