

# Castorama SA in Retailing (France)

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## **Abstracts**

Castorama SA is considered a retailer that makes home repairs as simple as can be. This approach is highly appreciated by French consumers who find the services of specialists too expensive and prefer to do this work by themselves. Over the forecast period, Castorama will maintain its competitive position thanks to the expansion of its outlets and its good customer service.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Castorama SA: Key Facts

Summary 2 Castorama SA: Operational Indicators

Internet Strategy

Summary 3 Castorama SA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Castorama SA: Private Label Portfolio

Competitive Positioning

Summary 5 Castorama SA: Competitive Position 2012



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