

## Clas Ohlson AB in Home and Garden (Sweden)

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### Abstracts

Clas Ohlson AB aims to sell well-built products at affordable prices in categories including home garden and homeware and furnishings. The company achieves this through extensive retail outlet numbers and the online channel, re-launched in 2012. Also, its private label product range has a sales target of over 25% of overall sales.

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## Contents

Strategic Direction

Key Facts

Summary 1 Clas Ohlson AB: Key Facts

Summary 2 Clas Ohlson AB: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Clas Ohlson AB: Private Label Portfolio

Competitive Positioning

Summary 4 Clas Ohlson AB: Competitive Position 2012

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