

CMB Bulgaria EAD in Retailing (Bulgaria)

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Date: May 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: CDF126F574FEN

Abstracts

CMB Bulgaria EAD is the operator of the international chain Carrefour in Bulgaria. The Carrefour Group opened its first outlet in Bulgaria in the city of Burgas in 2009, and it is planning on expanding to at least 20 more outlets by the end of the forecast period. Carrefour hypermarkets aimed to fill a niche in Bulgaria as they are large outlets selling both groceries and other household items, including home electronics, furniture, clothing and footwear; they have a large variety of goods...

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Contents

Strategic Direction

Key Facts

Summary 1 CMB Bulgaria EAD: Key Facts

Summary 2 CMB Bulgaria EAD: Operational Indicators

Internet Strategy

Company Background

Chart 1 CMB Bulgaria EAD: Carrefour in Sofia

Private Label

Summary 3 CMB Bulgaria EAD: Private Label Portfolio

Competitive Positioning

Summary 4 CMB Bulgaria EAD: Competitive Position 2012

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