

# Coles Myer Ltd in Retailing (Australia)

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## Abstracts

Coles Myer Ltd will continue to extend its Myer Exclusive brand portfolio as a key element of differentiation from apparel and footwear retail specialists. In addition the company will further invest in its fastest growing categories, such as cosmetics, by partnering with key industry players.

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## Contents

Strategic Direction

Key Facts

Summary 1 Coles Myer Ltd: Key Facts

Summary 2 Coles Myer Ltd: Operational Indicators

Internet Strategy

Summary 3 Coles Myer Ltd: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Mixed Retailers: Myer, Department Stores in Melbourne

Private Label

Summary 4 Coles Myer Ltd: Private Label Portfolio

Competitive Positioning

Summary 5 Coles Myer Ltd: Competitive Position 2014

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