

Conforama France SA in Home and Garden (France)

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Abstracts

Conforama plans to spend on design, marketing, promotions and product innovation in order to rejuvenate its brand image and awareness in France. The company is seeking to change the misperception that consumers have of it having a limited product line, and thus project a more wholesome one-stop-shop retailing brand. At a competitive level, the objective is to gain share over Ikea but also to prevent rival But from gaining ground.

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