

Coop eG in Retailing (Germany)

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Abstracts

Compared with giants such as Aldi, Edeka, Lidl and Rewe, Coop is a rather small player in retailing in Germany, which means that the company has certain advantages, but also specific disadvantages it has to deal with in its strategic decisions. In order to overcome its limitations, such as in terms of purchasing conditions or marketing and sales activities, the company, for example, focuses on its regional heritage (in sponsorship or advertising activities), as well as trying to further...

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Contents

- Strategic Direction
- Key Facts
- Summary 1 Coop eG: Key Facts
- Summary 2 Coop eG: Operational Indicators
- Internet Strategy
- Company Background
- Private Label
- Summary 3 Coop eG: Private Label Portfolio
- Competitive Positioning
- Summary 4 Coop eG: Competitive Position 2012

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