

# Coop eG in Retailing (Germany)

<https://marketpublishers.com/r/C3EB3C1A51CEN.html>

Date: July 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: C3EB3C1A51CEN

## 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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## 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

## I would like to order

Product name: Coop eG in Retailing (Germany)

Product link: <https://marketpublishers.com/r/C3EB3C1A51CEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3EB3C1A51CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970