

# Coop Genossenschaft in Retailing (Switzerland)

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## Abstracts

Coop Genossenschaft, the second largest retailer in Switzerland is expected to pursue its strategy of increased product segmentation and price reduction campaigns to maintain its competitive edge in an increasingly challenging environment. The company will continue to focus on freshness, sustainability and environmentally-friendly products while seeking to expand its online retailing and diversifying its activities.

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## Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Coop Genossenschaft: Share of Sales Generated by Internet Retailing  
2014-2016

Private Label

Summary 2 Coop Genossenschaft: Private Label Portfolio

Competitive Positioning

Summary 3 Coop Genossenschaft: Competitive Position 2016

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