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# Coop Norge AS in Home Care (Norway)

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## Abstracts

As part of the company's strategy, its “Profitability Programme” was launched, to improve profitability and support growth. Coop Norge AS is aiming to provide good earnings for its members, develop chain concepts, engage with commodity supply chain operators, increase its marketing strategies and to participate in humanitarian activities. All these factors are designed to help the company accomplish its strategic goal.

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# Contents

Strategic Direction
Key Facts
Summary 1 Coop Norge AS: Key Facts
Summary 2 Coop Norge AS: Operational Indicators
Company Background
Production
Competitive Positioning
Summary 3 Coop Norge AS: Competitive Position 2012

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