

Coop Norge Handel AS in Packaged Food (Norway)

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Abstracts

The strategic direction of Coop Norge Handel is to continue to improve the profitability of all its business models and to continue growing. The company wants to increase the number of members per month and to ensure they remain loyal to its brand. Coop Norge Handel is expected to improve its Coop Obs! brands, and at the same time continue to develop Coop Extra and Coop Prix into leading nationwide discount chains, while Coop Marked, Coop Mega and Coop Smart will retain a regional focus.

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Contents

Strategic Direction

Key Facts

Summary 1 Coop Norge Handel AS: Key Facts

Summary 2 Coop Norge Handel AS: Operational Indicators

Internet Strategy

Private Label

Summary 3 Coop Norge Handel AS: Private Label Portfolio

Competitive Positioning

Summary 4 Coop Norge Handel AS: Competitive Position 2016

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