

CRAI scarl in Retailing (Italy)

<https://marketpublishers.com/r/C935AFE4701EN.html>

Date: June 2014

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: C935AFE4701EN

Abstracts

CRAI's strategy will aim at the acquisition of new members, such as independent retailers with no current affiliation, and to maintain positive growth in sales and number of outlets, especially in the convenience stores category, where it operates under the brands Simpatia, Il Mercatino Crai and Crai. Crai aims to increase its private label sales. It also focuses on the importance of corporate social responsibility, as the company is involved in many initiatives aimed at encouraging its...

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 CRAI Scarl: Key Facts

Summary 2 CRAI Scarl: Operational Indicators

Internet Strategy

Summary 3 CRAI Scarl: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Crai Scarl: Crai, Supermarkets, in Rome

Private Label

Summary 4 Crai Scarl: Private Label Portfolio

Competitive Positioning

Summary 5 Crai Scarl: Competitive Position 2013

I would like to order

Product name: CRAI scarl in Retailing (Italy)

Product link: <https://marketpublishers.com/r/C935AFE4701EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C935AFE4701EN.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