

denn's Biomarkt GmbH in Retailing (Austria)

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Abstracts

denn's Biomarkt GmbH can rely on the growing interest in organic products and the strong reputation it has established amongst a young, urban audience, which it is expected to continue utilising with further outlet expansion. A main target of the company is to adapt better to Austrian consumers' special preferences, which will most likely include offering more products produced locally.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 denn's Biomarkt GmbH: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 denn's Biomarkt GmbH: Private Label Portfolio

Competitive Positioning

Summary 3 denn's Biomarkt GmbH: Competitive Position 2016

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