

Dia Portugal Supermercados SA in Retailing (Portugal)

<https://marketpublishers.com/r/D52D9EA6BEDEN.html>

Date: June 2014

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: D52D9EA6BEDEN

Abstracts

In 2011 Dia Portugal Supermercados was sold by Carrefour to Distribuidora Internacional de Alimentación, a Spanish company. However, in Portugal the company continued to operate exclusively under its Minipreço discounters brand. Later, in 2012, Distribuidora Internacional de Alimentación acquired the Schlecker brand, specialised in home, beauty and health products, and all Schlecker outlets in Spain and Portugal. In spite of difficulties due to the international economic recession, Dia Portugal...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 Dia Portugal Supermercados SA: Key Facts
Summary 2 Dia Portugal Supermercados SA: Operational Indicators
Internet Strategy
Summary 3 Dia Portugal Supermercados SA: Share of Sales Generated by Internet Retailing
Company Background
Chart 1 Dia Portugal Supermercados SA: Minipreço, View 1, Discounters in Setubal
Chart 2 Dia Portugal Supermercados SA: Minipreço, View 2, Discounters in Setubal
Private Label
Summary 4 Dia Portugal Supermercados SA: Private Label Portfolio
Competitive Positioning
Summary 5 Dia Portugal Supermercados SA: Competitive Position 2013

I would like to order

Product name: Dia Portugal Supermercados SA in Retailing (Portugal)

Product link: <https://marketpublishers.com/r/D52D9EA6BEDEN.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/D52D9EA6BEDEN.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