

Dia SA in Retailing (Spain)

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Abstracts

Although Dia acquired a large number of outlets during the review period, it is unlikely that the retailer will continue to expand through the acquisition of retail chains or outlets. The company's strategy is likely to focus on the new concept of La Plaza de Dia, which is a proximity format offering a wide range of fresh produce. Additionally, the company is expected to continue refurbishing its outlets in an effort to revamp their image and to increase the variety of products that they stock.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Dia SA: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Dia SA: Private Label Portfolio

Competitive Positioning

Summary 3 Dia SA: Competitive Position 2016

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