

Dinosol Supermercados SL (Grupo) in Retailing (Spain)

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Abstracts

Dinosol's split into two separate entities in 2012 resulted in a change in the strategy of the remaining businesses under the auspices of Dinosol Supermercados. The company has announced that its strategy is now focused on price reduction in order to be more competitive with other players in retailing the Canary Islands, especially following the arrival of Mercadona in the Canaries.

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Contents

Strategic Direction

Key Facts

Summary 1 Dinosol Supermercados SL : Key Facts

Summary 2 Dinosol Supermercados SL: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Dinosol Supermercados SL: Private Label Portfolio

Competitive Positioning

Summary 4 Dinosol Supermercados SL: Competitive Position 2012

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