

# Esselunga SpA - Supermercati Italiani in Retailing (Italy)

https://marketpublishers.com/r/E4061284323EN.html

Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: E4061284323EN

### **Abstracts**

During 2012, another chapter of the Caprotti saga was written, with the founder's son and daughter (Giuseppe and Violetta) suing their father, who again took possession of stocks that he had previously given to them when he decided to leave. During the same year, a court stated that Bernardo is the legitimate owner of the company stocks, and decisions taken by him about the direction to be taken by the company are not negotiable, although his family believes that he is not making sound.

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 Esselunga SpA: Key Facts

Summary 2 Esselunga spa: Operational Indicators

Internet Strategy

Summary 3 Esselunga SpA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Esselunga SpA: Private Label Portfolio

Competitive Positioning

Summary 5 Esselunga SpA: Competitive Position 2012



#### I would like to order

Product name: Esselunga SpA - Supermercati Italiani in Retailing (Italy)
Product link: <a href="https://marketpublishers.com/r/E4061284323EN.html">https://marketpublishers.com/r/E4061284323EN.html</a>

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 <a href="https://marketpublishers.com/r/E4061284323EN.html">https://marketpublishers.com/r/E4061284323EN.html</a>

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
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

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