

Etn Franz Colruyt NV in Home Care (Belgium)

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Abstracts

Despite the ferocious competition it faces from hard discounters on the one hand and Albert Heijn on the other, Colruyt has consistently managed to increase its value share within grocery retailers in Belgium. The company operates outlets in four different formats. The first of these is Colruyt Meilleur Prix, which is a soft discounters format. The second is Bio-Planet outlets which offer a wide range of fresh food and health and wellness packaged food. The company's third format is the Okay...

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Contents

Strategic Direction

Key Facts

Summary 1 Etn Franz Colruyt NV: Key Facts

Summary 2 Etn Franz Colruyt NV: Operational Indicators

Internet Strategy

Summary 3 Etn Franz Colruyt NV: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Etn Franz Colruyt NV: Colreyt, Discounters, in Anderlecht

Chart 2 Etn Franz Colruyt NV: Colruyt, Discounters, in Halle

Chart 3 Etn Franz Colruyt NV: Colruyt, Discounters, in Halle

Private Label

Summary 4 Etn Franz Colruyt NV: Private Label Portfolio

Competitive Positioning

Summary 5 Etn Franz Colruyt NV: Competitive Position 2014

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