

Etn Franz Colruyt NV in Retailing (Belgium)

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Abstracts

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

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