

Europris AS in Home Care (Norway)

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Abstracts

Europris aims to build on its solid position in home care in Norway over the forecast period by adding outlets in strategic locations and, thus, increasing the number of consumers that can enjoy easy access to the retailer. Europris aims to continue with its low-prices strategy over the forecast period and convince consumers that they can get value through this operator without having to compromise on quality.

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Contents

Strategic Direction

Key Facts

Summary 1 Europris AS: Key Facts

Summary 2 Europris AS: Operational Indicators

Competitive Positioning

Summary 3 Europris AS: Competitive Position 2015

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