

Europris AS in Retailing (Norway)

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Abstracts

Europris aims to continue to increase its sales over the forecast period by adding new outlets in strategic locations around Norway. The company is expected to persist with its model of low prices and wide variety. This is set to be supported by online sales as this domestic player moves into internet retailing.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Europris AS: Share of Sales Generated by Internet Retailing 2013-2015

Private Label

Summary 2 Europris AS: Private Label Portfolio

Competitive Positioning

Summary 3 Europris AS: Competitive Position 2015



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