

Fnac Portugal-Actividades Culturais e Distribuição de Livros,Discos,Multimédia e Produtos Técnicos Lda in Retailing (Portugal)

<https://marketpublishers.com/r/F3DB9793D24EN.html>

Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F3DB9793D24EN

Abstracts

Fnac Portugal's global strategy for the review period is expected to focus on store renovation in the country. After the renovation of Fnac in Oeiras Parque in December 2014 for a new and unique worldwide concept, consumer reviews about the new concept have been positive. According to this retailer, this modern version of Fnac stores is driving up sales. As a result the evolution is expected to expand to other outlets over the forecast period. Fnac Portugal is currently investing in a more...

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

Company Background

Digital Strategy

Summary 1 Fnac Portugal-Actividades Culturais e Distribuição de Livros, Discos, Multimédia e Produtos Técnicos, Lda: Share of Sales Generated by Inter

Chart 1 Fnac Portugal - Atividades Culturais e Distribuição de Livros, Discos, Multimédia e Produtos Técnicos, Lda : Fnac in Matosinhos (Norteshopping shopping centre)

Competitive Positioning

Summary 2 Fnac Portugal - Actividades Culturais e Distribuição de Livros, Discos, Multimédia e Produtos Técnicos Lda: Competitive Position 2015

I would like to order

Product name: Fnac Portugal-Actividades Culturais e Distribuição de Livros, Discos, Multimédia e Produtos Técnicos Lda in Retailing (Portugal)

Product link: <https://marketpublishers.com/r/F3DB9793D24EN.html>

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 <https://marketpublishers.com/r/F3DB9793D24EN.html>

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**

Customer signature _____

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

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

