

Fnac SA in Retailing (France)

<https://marketpublishers.com/r/F7299E1799DEN.html>

Date: June 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: F7299E1799DEN

Abstracts

Fnac SA continues to diversify its offer and become a place to discover the latest cultural trends. Also, the retailer counts on keeping its clients thanks to exclusive offers on media, but the competition is strong, and sales are dropping. In 2012, the general direction of the group PPR, which owns Fnac, decided to launch a plan to reinitiate the sales, but current trends (low consumer purchasing power and internet development) are not favourable to the wellbeing of media retailers in general.

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

Key Facts

Summary 1 Fnac SA: Key Facts

Summary 2 Fnac SA: Operational Indicators

Internet Strategy

Summary 3 Fnac SA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Fnac SA: Private Label Portfolio

Competitive Positioning

Summary 5 Fnac SA: Competitive Position 2012

I would like to order

Product name: Fnac SA in Retailing (France)

Product link: <https://marketpublishers.com/r/F7299E1799DEN.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/F7299E1799DEN.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