

## Gall & Gall BV in Alcoholic Drinks (Netherlands)

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### Abstracts

Gall & Gall wants to further expand its number of outlets in the Netherlands during the forecast period. The company is seeking to gain stores which are currently owned by specialist retailers. The internet retailing service of Gall & Gall was renewed in 2014, and the company is expanding its online sales activities in order to limit the impact of new competitors and to capitalise on the know-how of its parent company Ahold.

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## Contents

Strategic Direction

Key Facts

Summary 1 Gall & Gall BV: Key Facts

Internet Strategy

Company Background

Private Label

Summary 2 Gall & Gall BV: Private Label Portfolio

Competitive Positioning

Summary 3 Gall & Gall BV: Competitive Position 2015

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