

GRE SpA - Grossisti Riuniti Elettrodomestici in Consumer Appliances (Italy)

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Abstracts

GRE Grossisti Riuniti Elettrodomestici SpA is commonly referred to as GRE Scarl. GRE Scarl's main brand is Trony and in recent years the retailer's strategy has focused on building and developing new stores, with the goal of creating a comfortable shopping environment for consumers. In recent years, however, problems in the economic environment in Italy have led questions to be asked about the wisdom of this strategy. Regardless of this, Trony wishes to continue widening its distribution...

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Contents

Strategic Direction

Key Facts

Summary 1 GRE Grossisti Riuniti Elettrodomestici SpA: Key Facts

Summary 2 GRE Grossisti Riuniti Elettrodomestici SpA: Operational Indicators

Company Background

Internet Strategy

Competitive Positioning

Summary 3 GRE Grossisti Riuniti Elettrodomestici SpA: Competitive Position 2015

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