

Gresvig ASA in Retailing (Norway)

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Abstracts

Gresvig ASA aims to be the leading player in sports with the most attractive chain concepts and with the most efficient flow of products. The company wants to influence the increase in sports goods sales with the launch of a new chain called G-Max and an accompanying internet retailer. In addition to the introduction of the new brands in sport goods retailing, the company continues to streamline its apparel specialist retailers' chains after the integration of the Voice of Europe.

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Contents

Strategic Direction

Key Facts

Summary 1 Gresvig ASA: Key Facts

Summary 2 Gresvig ASA: Operational Indicators

Internet Strategy

Summary 3 Gresvig ASA: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Gresvig ASA Private Label Portfolio

Competitive Positioning

Summary 5 Gresvig ASA Competitive Position 2012

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