

Groupe Poulina in Retailing (Tunisia)

https://marketpublishers.com/r/G0F5D4A04F9EN.html

Date: March 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: G0F5D4A04F9EN

Abstracts

Groupe Poulina aims to strengthen its presence in the Tunisian retailing industry through organic growth, which is set to be achieved through the strong outlet expansion strategy of its El Mazraa chain. The company also aims to strengthen its export activities by establishing more subsidiaries abroad as it is currently present in Morocco, Algeria, Libya, France, Senegal and China.

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 Groupe Poulina: Key Facts

Summary 2 Groupe Poulina: Operational Indicators 2012-2014

Internet Strategy

Summary 3 Groupe Poulina: Share of Sales Generated by Internet Retailing 2012-2014

Company Background

Private Label

Summary 4 Groupe Poulina: Private Label Portfolio

Competitive Positioning

Summary 5 Groupe Poulina: Competitive Position 2014



I would like to order

Product name: Groupe Poulina in Retailing (Tunisia)

Product link: https://marketpublishers.com/r/G0F5D4A04F9EN.html
Price: US\$ 150.00 (Single User License / Electronic Delivery)

Co. Ood 100.00 (Onigic Osci Election Pelivery)

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/G0F5D4A04F9EN.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
	Custumer 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