

Home Depot Canada in Retailing (Canada)

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Date: March 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: H197F68288CEN

Abstracts

Home Depot Canada is the largest home and garden specialist retailer in the country as it dominates the channel with its big box format stores. However, following the recession, with competition increasing, Home Depot witnessed slow growth. As a result, the retailer postponed its store network expansion plan in 2011. As other retailers begin to make the shift towards smaller locations, Home Depot is still studying a strategic initiative to grow its sales in Canada by launching a new pilot store.

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Contents

Strategic Direction

Key Facts

Summary 1 Home Depot Canada: Key Facts

Internet Strategy

Company Background

Private Label

Summary 2 Home Depot Canada: Private Label Portfolio

Competitive Positioning

Summary 3 Home Depot Canada: Competitive Position 2011

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