

Hornbach Baumarkt AG in Retailing (Germany)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: HFE16C5CCD2EN

Abstracts

Hornbach focuses on strengthening its reputation as a professional home improvement and gardening chain which sells only high-quality products; however, for a fair price. Due to the saturation of the channel in terms of outlet numbers and demand, it is key for Hornbach to preserve its strong brand image. Unlike other companies in the channel, Hornbach does not promote any special offers or rebates, but claims to offer permanently very low prices. This also serves Hornbach's commercial...

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Contents

Strategic Direction

Key Facts

Summary 1 Hornbach Baumarkt AG: Key Facts

Summary 2 Hornbach Baumarkt AG: Operational Indicators

Internet Strategy

Summary 3 Hornbach Baumarkt AG: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Competitive Positioning

Summary 4 Hornbach Baumarkt AG: Competitive Position 2012

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