

## House Market SA in Retailing (Greece)

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### Abstracts

The company's next target is to open an outlet on the island of Crete and one in the greater Athens region, yet these plans seem to be postponed for the time being. The company will continue to focus on its low price policy together with frequent offers, with marketing techniques continuing to focus on maintaining footfall at high levels.

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## Contents

Strategic Direction

Key Facts

Summary 1 Housemarket SA: Key Facts

Summary 2 Housemarket SA: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 3 Housemarket SA: Competitive Position 2012

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