

ITM Belgium SA in Retailing (Belgium)

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Date: July 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: I3226AA7EE0EN

Abstracts

Due to the growing price-sensitivity of Belgians and their demand for high-quality products, it is in the interests of ITM Belgium to capitalise on low prices and freshness. Its slogan is “all united against an expensive life”. However, ITM Belgium has still not achieved national coverage, with only three or four outlets in Flanders, and the majority in Wallonia. However, Intermarché has numerous assets: proximity; size (between 400 and 1,500 sq m); management style (opening times); a focus on...

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