

Jeronimo Martins Polska SA in Alcoholic Drinks (Poland)

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Abstracts

The Biedronka discount network of Jeronimo Martins Polska SA is the leading retailer in grocery retailers in Poland. In 2016, the company had 2,722 stores in Poland. For comparison, Lidl, the biggest competitor of Biedronka, had only 607 stores in 2016. The company's strategy is to focus on the development of its existing network and open approximately 100 new stores a year. In 2016, it opened 83 new outlets. Simultaneously, 145 outlets were renovated to new standards. By comparison, in 2015, 10...

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Contents

Strategic Direction

Key Facts

Summary 1 Jeronimo Martins Polska SA: Key Facts

Summary 2 Jeronimo Martins Polska SA: Operational Indicators

Internet Strategy

Company Background

Chart 1 Jeronimo Martins Polska SA: Biedronka in Radzionków

Private Label

Summary 3 Jeronimo Martins Polska SA: Private Label Portfolio

Competitive Positioning

Summary 4 Jeronimo Martins Polska SA: Competitive Position 2016

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