

KAM dooel in Retailing (Macedonia)

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Abstracts

The strategic goal of KAM is to further increase its value share and retain its leading market position within retailing in Macedonia as a discounter through outlet and product portfolio expansion. Kam continuously expands its outlet network across Macedonia and improves its product and brand portfolio, along with its private label products across packaged food and non-alcoholic drinks. The company's focus is on offering the most profitable, yet affordable, portfolio of brands and products to...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 KAM doel: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 KAM doel: Private Label Portfolio

Competitive Positioning

Summary 3 KAM doo: Competitive Position 2016

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