

KiK Textilien & Non-Food GmbH in Apparel (Germany)

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Abstracts

The strategy of KiK Textilien & Non-Food aims at aggressive expansion in and outside of Germany. The company is considered a textile discounter as its success is based on the offer of low prices. KiK has currently 3,100 stores in Europe of which 2,500 are in Germany. The company plans to pursue its expansion strategy to reach around 5,000 outlets over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 KiK Textilien & Non-Food GmbH: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 KiK Textilien & Non-Food GmbH: Competitive Position 2012

Internet Strategy

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