

Kroger Co in Packaged Food (USA)

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Date: December 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: KE394D3CB31EN

Abstracts

Kroger is looking to retain its position as the leading retailer in supermarkets in the US through a combination of targeted acquisitions and organic growth. When acquiring a company, Kroger looks at how the move will expand its geographic footprint and add to its base of knowledge with innovative new ideas and store formats. At the same time, the company is focused on further expanding the reach and value of its private label products. Finally, Kroger is aware of the potential for ecommerce in...

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