

Lenta OOO in Retailing (Russia)

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Abstracts

Lenta aims to continue to achieve its long term goals, which include strengthening its presence in Russia by opening new stores in both new regions and in those regions in which it has already established a substantial presence. The retailer aims to double its sales area by December 2016. The company also plans to invest in its existing hypermarket formats, including standard, compact and super compact. In addition to hypermarkets, the retailer is also focused on the development of...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Lenta OOO: Share of Sales Generated by Internet Retailing 2013-2015

Private Label

Summary 2 Lenta OOO: Private Label Portfolio

Competitive Positioning

Summary 3 Lenta OOO: Competitive Position 2015

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