

Lidl Magyarország Kereskedelmi Bt in Retailing (Hungary)

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Abstracts

Lidl Magyarország Kereskedelmi entered retailing in Hungary in 2004, and followed an aggressive expansion strategy, although the widening of its network slowed down because of the lack of a large number of possible locations. Nevertheless, the pace of store openings over the review period was impressive. The company continues its expansion strategy, with plans to move into more densely populated areas. The recent “Plaza Stop Act” and special retail tax for larger retailers will make expansion...

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Contents

Strategic Direction

Key Facts

Summary 1 Lidl Magyarország Kereskedelmi Bt: Key Facts

Summary 2 Lidl Magyarország Kereskedelmi Bt: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Lidl Magyarország Kereskedelmi Bt: Private Label Portfolio

Competitive Positioning

Summary 4 Lidl Magyarország Kereskedelmi Bt: Competitive Position 2012

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