

Lidl Nederland GmbH in Retailing (Netherlands)

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Abstracts

Lidl is working hard to extend its presence on the high street. Its number of outlets increased strongly towards 2014, with dozens of further sites identified as potential suitable locations in the Netherlands for Lidl to open a store during the forecast period. From 2014 onwards, Lidl is continuing its rebranding strategy, moving the company from a hard discounter towards a soft discounter by offering more fresh products and more added-value products, such as premium private label. This is...

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Contents

Strategic Direction

Key Facts

Summary 1 Lidl Nederland GmbH: Key Facts

Summary 2 Lidl Nederland GmbH: Operational Indicators

Internet Strategy

Summary 3 Lidl Nederland GmbH: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Lidl Nederland GmbH: Private Label Portfolio

Competitive Positioning

Summary 5 Lidl Nederland GmbH: Competitive Position 2014

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