

Lidl Stiftung & Co KG in Retailing (Germany)

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Abstracts

Lidl follows a successful strategy of focusing on market presence, a high level of professionalism and customer satisfaction, as well as offering a wide variety of good quality products at comparably low prices. Additional services, special themed weekly product promotions and the launch of specific areas within its stores for fresh food products such as baked goods should all help to increase its appeal among a wider range of consumers, thereby expanding its customer base. Its store-based opera...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Lidl Stiftung & Co KG: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 Lidl Stiftung & Co KG: Private Label Portfolio

Competitive Positioning

Summary 3 Lidl Stiftung & Co KG: Competitive Position 2016

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