

Lilly Drogerie EOOD in Home Care (Bulgaria)

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Abstracts

Lilly Drogerie is relying on store expansion to reach more customers. The retail company plans to open 10 new stores in 2015, all of them set to be located in large cities, in busy locations with high levels of consumer foot traffic. Lilly Drogerie is also expected to further expand its private label portfolio. The company has not expanded into any other countries apart from its home territory of Serbia and Bulgaria. The strategic reasons for sending company entering Bulgaria are its proximity...

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Contents

Strategic Direction

Key Facts

Summary 1 Lilly Drogerie EOOD: Key Facts

Summary 2 Lilly Drogerie EOOD: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Lilly Drogerie EOOD: Private Label Portfolio

Competitive Positioning

Summary 4 Lilly Drogerie EOOD: Competitive Position 2014

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