

Lion Superindo - Gelael PT in Retailing (Indonesia)

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Abstracts

Throughout the forecast period there is great potential for Lion Superindo –Gelael PT to expand its Super Indo supermarket network outside Java, especially in major cities outside Java, such as Medan, Manado and Balikpapan, and in developing cities on Java, such as Solo. Under parent company Delhaize Group, the company continues to increase the efficiency of its activities by introducing a new store concept, which began in the middle of the review period. The company is also expected to give...

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Contents

Strategic Direction

Key Facts

Summary 1 Lion Superindo- GelaelPT: Key Facts

Summary 2 Lion Superindo - Gelael PT: Operational Indicators

Internet Strategy

Company Background

Chart 1 Lion Superindo - Gelael PT: Super Indo in Yogyakarta

Private Label

Summary 3 Lion Superindo - Gelael PT: Private Label Portfolio

Competitive Positioning

Summary 4 Lion Superindo PT: Competitive Position 2011

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