

Masters Home Improvement Australia Pty Ltd in Home and Garden (Australia)

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Abstracts

Launched in 2011, Masters Home Improvement remains in a developmental phase, with the company focusing on building a network of stores in key metropolitan areas where it currently does not have a significant presence such as New South Wales, Queensland and South Australia. In addition, the company is also looking to improve its product range and to continue to increase brand awareness by engaging in sponsorship for television reality series such as 'House Rules'.

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Contents

Strategic Direction

Key Facts

Summary 1 Masters Home Improvement Australia Pty Ltd: Key Facts

Summary 2 Masters Home Improvement Australia Pty Ltd: Operational Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Masters Home Improvement Australia Pty Ltd: Competitive Position 2014

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