

Maus Frères SA in Retailing (Switzerland)

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Abstracts

Maus Frères operates in a highly competitive and saturated environment, but aims to maintain and strengthen its position in Switzerland. Rather than dynamic expansion, it is expected that the company will focus on improving its offering and on further developing customer relationship management initiatives, with the aim of retaining and attracting consumers over the forecast period.

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Contents

Strategic Direction

Key Facts

Summary 1 Maus Frères SA: Key Facts

Summary 2 Maus Frères SA: Operational Indicators

Internet Strategy

Summary 3 Maus Frères SA: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Maus Frères SA: Athleticum, Sports Goods Stores in Yverdon

Private Label

Summary 4 Maus Frères SA: Private Label Portfolio

Competitive Positioning

Summary 5 Maus Frères SA: Competitive Position 2014

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