

Mega Retail Ltd in Packaged Food (Israel)

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Abstracts

Mega's outlets offer a wide range of packaged food products including high quality products such as premium wines and gourmet take-out food. The company is focusing on changing the format of its stores and strengthening its presence in the discounter and supermarket channels. The company is also focusing on integrating its organic shop-in shop concept, Eden Teva Market, in its Mega Bool stores.

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Contents

Strategic Direction

Key Facts

Summary 1 Mega Retail Ltd: Key Facts

Summary 2 Mega Retail Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Mega Retail Ltd: Competitive Position 2012

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