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# O'Key OOO in Retailing (Russia)

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## Abstracts

O'Key is set to continue expanding its hypermarkets and supermarkets into regions of Russia in which it is not present, as well as increase its penetration in the Urals region, Siberia and Moscow. At the end of 2014 the retailer announced plans to open 12 hypermarkets and supermarkets during 2015 and launch the new format – supermarkets Da!. The new format will sell budget and mid-price range of 1,400 SKUs with strong focus on private label, located conveniently to provide fast shopping.

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# Contents

Strategic Direction
Key Facts
  Summary 1 O'Key OOO: Key Facts
  Summary 2 O'Key OOO: Operational Indicators
Internet Strategy
Company Background
  Chart 1 Modern Grocery Retailers: O'Key, Hypermarkets in Saint Petersburg
Private Label
  Summary 3 O'Key OOO: Private Label Portfolio
Competitive Positioning
  Summary 4 O'Key OOO: Competitive Position 2014

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