

Pantaloon Retail India Ltd in Toys and Games (India)

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Date: January 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PBCC8AAF0F8EN

Abstracts

Pantaloon Retail India Ltd has historically focused on a “top eight city” strategy to gain leadership on the retail front. However, the company has changed its focus towards smaller cities, as they contribute to higher margins and lower operational costs. The company leverages on this strategy.

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Contents

Strategic Direction

Key Facts

Summary 1 Pantaloon Retail India Ltd: Key Facts

Summary 2 Pantaloon Retail India Ltd: Operational Indicators

Internet Strategy

Company Background

Private Label

Competitive Positioning

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