

PAZ Oil Co Ltd in Retailing (Israel)

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Abstracts

The forecourt retailer market is competitive and led by PAZ Oil's Yellow brand, which remains the market leader and continues to launch innovative concepts in branches such as falafel shops. The company launched an internet retailing website in 2016, where consumers can purchase products online and pick them up at local Yellow branches. This not only increases sales but also adds foot traffic to outlets as well. The company is expected to expand its product portfolio over the internet and to mak...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 PAZ Oil Co Ltd: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 PAZ Oil Co Ltd: Private Label Portfolio

Competitive Positioning

Summary 3 PAZ Oil Co Ltd: Competitive Position 2016

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