

Penny-Markt GmbH in Retailing (Germany)

https://marketpublishers.com/r/PF317D3F85BEN.html Date: July 2013 Pages: 3 Price: US\$ 150.00 (Single User License) ID: PF317D3F85BEN

Abstracts

Penny-Markt, which is exclusively active in discounters, is part of Rewe Group, one of Germany's retail giants. Due to problems in its domestic market, Germany, Penny will continue to implement several different strategic measures in order to return to more successful development again.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research



reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction Key Facts Summary 1 Penny-Markt GmbH: Key Facts Summary 2 Penny-Markt GmbH: Operational Indicators Internet Strategy Company Background Private Label Summary 3 Penny-Markt GmbH: Private Label Portfolio Competitive Positioning Summary 4 Penny-Markt GmbH: Competitive Position 2012



I would like to order

Product name: Penny-Markt GmbH in Retailing (Germany) Product link: <u>https://marketpublishers.com/r/PF317D3F85BEN.html</u>

> Price: US\$ 150.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/PF317D3F85BEN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970