

# Reál Hungária Élelmiszer Kft in Retailing (Hungary)

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Date: March 2015

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: RFDD22F04A5EN

## Abstracts

In the context of changing shopping habits, whereby more consumers are showing a preference for local stores rather than hypermarkets, it will be critical for Reál Hungária Élelmiszer Kft to maintain quality standards with its franchise partners and maintain its intensive communication campaign. Image problems, however, may limit further expansion, as Reál is perceived to be a relatively low quality retailer compared to its main competitors, especially in bigger cities where consumers can...

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## Contents

Strategic Direction

Key Facts

Summary 1 Reál Hungária Élelmiszer Kft: Key Facts

Summary 2 Reál Hungária Élelmiszer Kft: Operational Indicators

Internet Strategy

Company Background

Chart 1 Reál Hungária Élelmiszer Kft: Reál Pont, Convenience stores in Budapest

Chart 2 Reál Hungária Élelmiszer Kft: Reál, Supermarkets in Hódmezovásárhely

Private Label

Summary 3 Reál Hungária Élelmiszer Kft: Private Label Portfolio

Competitive Positioning

Summary 4 Reál Hungária Élelmiszer Kft: Competitive Position 2014

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