

# Rimi Eesti Food AS in Retailing (Estonia)

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## Abstracts

Rimi Eesti Food AS is focusing on maintaining its value share in Estonian grocery retailing. The company has started to increasingly focus on its supermarkets and hypermarkets on account of its struggling discounter chain. Hence, outlet expansion is planned for its supermarkets and hypermarkets while closures are likely for its discounters. In order to improve its reputation, Rimi Eesti Food AS is focusing heavily on positioning itself as a socially responsible company.

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## Contents

### RIMI EESTI FOOD AS IN RETAILING (ESTONIA)

Strategic Direction

Key Facts

Summary 1 Rimi Eesti Food AS: Key Facts

Summary 2 Rimi Eesti Food AS: Operational Indicators 2012-2014

Internet Strategy

Company Background

Chart 1 Rimi Eesti Food AS: Rimi, Supermarket in Tabasalu

Chart 2 Rimi Eesti Food AS: Säästumarket, Discounter in Tartu

Private Label

Summary 3 Rimi Eesti Food AS: Private Label Portfolio

Competitive Positioning

Summary 4 Rimi Eesti Food AS: Competitive Position 2014

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