

Ringana GmbH in Retailing (Austria)

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Abstracts

Ringana GmbH is expected to continue extending its product range in order to reach new consumer groups and utilise its strong base of committed sales representatives and loyal customers. A main target should be to improve its brands' regional presence especially in the western part of Austria. Given the company's innovative and promising product range, growth prospects remain strong.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Ringana GmbH: Share of Sales Generated by Internet Retailing

2014-2016

Private Label

Summary 2 Ringana GmbH: Private Label Portfolio

Competitive Positioning

Summary 3 Ringana GmbH: Competitive Position 2016



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