

Rossmann Magyarország Kft in Retailing (Hungary)

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Abstracts

The main strategy of Rossmann Magyarország is to supply its customers with good, high-quality products in modern and friendly outlets, which are mainly located in city centres, shopping centres and main streets. The company focuses on expanding its private label portfolio, improving its loyalty programme and offering more frequent consumer promotional activity. Rossmann plans to open new stores (sized 350-450 sq m) in areas with at least 15,000 inhabitants, but the current "Plaza Stop Act" is...

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Contents

Strategic Direction

Key Facts

Summary 1 Rossmann Magyarország Kft: Key Facts

Summary 2 Rossmann Magyarország Kft: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Rossmann Magyarország Kft: Private Label Portfolio

Competitive Positioning

Summary 4 Rossmann Magyarország Kft: Competitive Position 2012

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