

Sedmoi Kontinent OAO in Retailing (Russia)

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Abstracts

Sedmoi Kontinent OAO, being a leader in medium price supermarkets, is focusing on maintaining a leading position in supermarkets in Moscow. The company also aims to develop its hypermarkets format and expand into regional cities with populations of more than 300,000 people. Sedmoi Kontinent will also pay more attention to its premium stores and consider starting regional expansion for the category.

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Contents

Strategic Direction

Key Facts

Summary 1 Sedmoi Kontinent OAO: Key Facts

Summary 2 Sedmoi Kontinent OAO: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Sedmoi Kontinent OAO: Private Label Portfolio

Competitive Positioning

Summary 4 Sedmoi Kontinent OAO: Competitive Position 2012

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