

Sonae Modelo Continente Hipermercados SA in Retailing (Portugal)

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Abstracts

Due to the maturity of the Portuguese retailing industry and increased levels of intervention from the national competition authorities with regards to new outlet openings, the growth prospects for Sonae Modelo Continente - Hipermercados SA remain somewhat muted. As a result, the company is set to continue defending its leading position within grocery retailing in Portugal in the light of the increasingly competitive trading environment, which is evident in pricing and promotional activity.

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Contents

Strategic Direction

Key Facts

Summary 1 Sonae Modelo Continente - Hipermercados SA: Key Facts

Summary 2 Sonae Modelo Continente - Hipermercados SA: Operational Indicators

Internet Strategy

Summary 3 Sonae Modelo Continente - Hipermercados SA: Share of Sales Generated by internet Retailing

Company Background

Chart 1 Sonae Modelo Continente - Hipermercados SA: self-service scanners in the Continente Hypermarket in Cascais /

Chart 2 Sonae Distribuição SGPS SA: Well's, Drugstore/Parapharmacy in Cascais / Private Label

Summary 4 Sonae Modelo Continente - Hipermercados SA: Private Label Portfolio

Competitive Positioning

Summary 5 Sonae Modelo Continente - Hipermercados SA: Competitive Position 2014

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