

Sonae SGPS SA in Tissue and Hygiene (Portugal)

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Abstracts

Sonae's overall strategy is very clear: the company intends to maintain and fortify its position as a major Portuguese retail company. Throughout its Continente chain of hypermarkets and supermarkets, Sonae is likely to try to grow through the grocery channel. With a bold and incisive new store opening strategy, Sonae's strategy is expected to focus on making difficult for operators in less established retailing channels to gain ground. In parallel, and at a time when consumers are starting to...

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Contents

Strategic Direction

Key Facts

Summary 1 Sonae SGPS SA: Key Facts

Summary 2 Sonae SGPS SA: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Sonae SGPS SA: Competitive Position 2014

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