

Stockmann Oyj Abp in Retailing (Finland)

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Abstracts

According to Stockmann's new strategy (early 2016), it will focus on three key areas: Stockmann Retail, Fashion and Real Estate. The company is set to focus on offering high-quality services and premium to mid-priced products during the forecast period. Stockmann is also set to continue investing in its internet retailing activities, striving to make internet retailing an integral part of its business. The company is also increasingly putting an emphasis on ethical and environmental values.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Stockmann Oyj Abp: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 Stockmann Oyj Abp: Private Label Portfolio

Competitive Positioning

Summary 3 Stockmann Oyj Abp: Competitive Position 2016

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