

Studio Moderna Bulgaria EOOD in Retailing (Bulgaria)

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Date: January 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: S8E2AA932D0EN

Abstracts

With one foot in variety stores and another in homeshopping, Studio Moderna is positioned in both a dynamic and mature retail channels. During the forecast period, it is safe to expect that the company will focus its expansion on variety stores rather than on homeshopping. A new store opening is planned for Pazardzhik, a small city of 72,000 inhabitants, and the company still has a lot of ground to cover in similar-sized settlements such as Pleven, Pernik and Veliko Turnovo.

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Studio Moderna Bulgaria EOOD: Share of Sales Generated by Internet Retailing 2014-2016

Competitive Positioning

Summary 2 Studio Moderna Bulgaria EOOD: Competitive Position 2016

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