

Systembolaget AB in Retailing (Sweden)

<https://marketpublishers.com/r/S56239ECF4AEN.html>

Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S56239ECF4AEN

Abstracts

The state-owned company Systembolaget will focus on developing its customer service and product range, but will also continue to be a responsible player in alcoholic drinks. Systembolaget plans to constantly update its product range and to focus on modernising its stores. The company implemented a new product assortment plan in September 2013. The new strategy is more customer-orientated than before, as approximately 300 new items have been introduced as part of its fixed range and 430 items hav...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Systembolaget Ab: Share of Sales Generated by Internet Retailing
2014-2015

Private Label

Competitive Positioning

Summary 2 Systembolaget Ab: Competitive Position 2016

I would like to order

Product name: Systembolaget AB in Retailing (Sweden)

Product link: <https://marketpublishers.com/r/S56239ECF4AEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S56239ECF4AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970