

Système U Centrale Nationale SA in Retailing (France)

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Abstracts

After a rather good performance in 2013, Système U Centrale Nationale anticipated an ongoing progression of its overall sales in 2014 but nonetheless feared an alarming erosion of its sales per outlet and margins. While it has already denounced the threat of the growing price war between modern grocery retailers, it announced in the spring of 2014 that it would return to a low price strategy, for example offering products priced at less than €1 or €2.

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