

Tchibo Schweiz AG in Retailing (Switzerland)

<https://marketpublishers.com/r/T6C8EDC36D0EN.html>

Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: T6C8EDC36D0EN

Abstracts

Tchibo is expected to continue exploiting its strategy of selling not only coffee but also a weekly-changing range of non-food articles at low prices, a concept that has proven popular in Switzerland. The company has established itself in the Germans-speaking part of Switzerland and, more recently, in the country's French-speaking areas, although it is also planning to expand into other parts of the country. While growth through opening new outlets is likely slow down during the forecast period,...

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 Tchibo Schweiz AG: Share of Sales Generated by Internet Retailing
2013-2015

Private Label

Summary 2 Tchibo Schweiz AG: Private Label Portfolio

Competitive Positioning

Summary 3 Tchibo Schweiz AG: Competitive Position 2015

I would like to order

Product name: Tchibo Schweiz AG in Retailing (Switzerland)

Product link: <https://marketpublishers.com/r/T6C8EDC36D0EN.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/T6C8EDC36D0EN.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