

# **Tchibo Schweiz AG in Retailing (Switzerland)**

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### **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-peaking 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,...

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### **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



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