

# Tesco Ireland Ltd in Retailing (Ireland)

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## Abstracts

Tesco Ireland Ltd is expected to continue to focus on retaining its strong position in retailing in Ireland in the face of increasing competition from other supermarket retailers, most notably domestic player Musgrave Ltd with its SuperValu brand, which now offers an internet retailing portal and private label range comparable to Tesco's own. At the same time, Irish consumers continue to switch to discounters in an effort to further reduce grocery expenditure.

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## Contents

Strategic Direction

Key Facts

Summary 1 Tesco Ireland Ltd: Key Facts

Summary 2 Tesco Ireland Ltd: Operational Indicators

Internet Strategy

Summary 3 Tesco Ireland Ltd: Share of Sales Generated by Internet Retailing

Company Background

Chart 1 Tesco Ireland Ltd: Tesco, Supermarkets in Kinnegad, Co Westmeath, Ireland

Private Label

Summary 4 Tesco Ireland Ltd: Private Label Portfolio

Competitive Positioning

Summary 5 Tesco Ireland Ltd: Competitive Position 2014

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