

# Trend Products HandelsGmbH in Retailing (Austria)

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## Abstracts

Faced with declining direct sales, Trend Products is likely to further actively explore the opportunities offered by internet retailing. In order to compete against store-based and large internet retailers, Trend Products must develop products that are unique to the direct selling channel. The company will further profit from the healthy lifestyles trend by introducing new, innovative products offering specific features for health- and environment-conscious consumers.

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## Contents

TREND PRODUCTS HANDELSGMBH IN RETAILING (AUSTRIA)

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### **LIST OF CONTENTS AND TABLES**

Strategic Direction

Key Facts

Summary 1 Trend Products HandelsGmbH: Key Facts

Internet Strategy

Summary 2 Trend Products HandelsGmbH: Share of Sales Generated by Internet  
Retailing

Company Background

Private Label

Competitive Positioning

Summary 3 Trend Products HandelsGmbH: Competitive Position 2012

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