

Volg Konsumwaren AG in Retailing (Switzerland)

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Abstracts

With its reputation of being a traditional Swiss grocery retailer located in small villages and towns, Volg has a clear niche strategy. Traditionally present in the German-speaking part of Switzerland, the retailer is expected to strengthen its presence in the French-speaking part of the country over the forecast period. The first Volg outlet in the French-speaking part of the country opened in 2011, and there were 17 outlets in this area in 2014. More outlets are expected in the coming years.

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Contents

Strategic Direction

Key Facts

Summary 1 Volg Konsumwaren AG: Key Facts

Summary 2 Volg Konsumwaren AG: Operational Indicators

Internet Strategy

Summary 3 Volg Konsumwaren AG: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 Volg Konsumwaren AG: Private Label Portfolio

Competitive Positioning

Summary 5 Volg Konsumwaren AG: Competitive Position 2014

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