

# Zalando SE in Retailing (Austria)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: ZE0CA70E1E9EN

### **Abstracts**

Due to its large product range, strong customer service and state-of-the art digital strategy, Zalando has cemented its reputation as the most competent specialist in apparel and footwear internet retailing, which is expected to help it to continue its strong growth over the forecast period. Additionally, it will very likely increase its store-based activities in Austria.

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### **Contents**

Strategic Direction

Company Background

**Digital Strategy** 

Summary 1 Zalando SE: Share of Sales Generated by Internet Retailing 2014-2016

Private Label

Summary 2 Zalando SE: Private Label Portfolio

**Competitive Positioning** 

Summary 3 Zalando SE: Competitive Position 2016



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