

ZIP Warenhandel AG in Retailing (Austria)

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Abstracts

After yearlong turbulence, with the change in ownership at the beginning of 2012 ZIP Warenhandel AG returned to economic stability and gained a clear focus, aiming to establish its Zielpunkt format, which operated as a discounter until 2012, as full-range neighbourhood grocery stores with a core area in East Austria.

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Contents

ZIP WARENHANDEL AG IN RETAILING (AUSTRIA)

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July 2013

LIST OF CONTENTS AND TABLES

Strategic Direction

Key Facts

Summary 1 ZIP Warenhandel AG: Key Facts

Summary 2 ZIP Warenhandel AG: Operational Indicators

Internet Strategy

Summary 3 ZIP Warenhandel AG: Share of Sales Generated by Internet Retailing

Company Background

Private Label

Summary 4 ZIP Warenhandel AG: Private Label Portfolio

Competitive Positioning

Summary 5 ZIP Warenhandel AG: Competitive Position 2012

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