

Mirage Retail Group BV - Strategic SWOT Analysis Review

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Abstracts

Mirage Retail Group BV - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

Mirage Retail Group BV (Mirage Retail), formerly Blokker Holdings NV, is a specialty retailer based in the Netherlands. The company's product portfolio comprises house ware, toys and home garden products such as electronic items, domestic appliances, temperature regulators, garden furniture, kitchen apparatus, computers, telephones, watches, TVs, cameras, music systems, and related accessories. It also provides services such as photography printing, canvas painting, home delivery and warranty maintenance. Besides selling products in-store, the company also provides online shopping. The company operates stores under Blokker, pedlar, Novy, Cook & Co., Casa, Xenos, Big Bazar, Bart Smit, Intertoys, Maxi Toys, and Electrical Block banners in eight countries across Europe. Blokker is headquartered at Amsterdam, Noord-Holland, the Netherlands.

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are

analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

Contents

SECTION 1 - ABOUT THE COMPANY

Mirage Retail Group BV - Key Facts
Mirage Retail Group BV - Key Employees
Mirage Retail Group BV - Major Products and Services
Mirage Retail Group BV - History
Mirage Retail Group BV - Locations And Subsidiaries
Head Office
Other Locations & Subsidiaries

SECTION 2 – COMPANY ANALYSIS

Company Overview
Mirage Retail Group BV - Business Description
Mirage Retail Group BV - SWOT Analysis
SWOT Analysis - Overview
Mirage Retail Group BV - Strengths
Mirage Retail Group BV - Weaknesses
Mirage Retail Group BV - Opportunities
Mirage Retail Group BV - Threats
Mirage Retail Group BV - Key Competitors

SECTION 3 – APPENDIX

Methodology
About GlobalData
Contact Us
Disclaimer

List Of Tables

LIST OF TABLES

Mirage Retail Group BV, Key Facts
Mirage Retail Group BV, Key Employees
Mirage Retail Group BV, Major Products and Services
Mirage Retail Group BV, History
Mirage Retail Group BV, Other Locations
Mirage Retail Group BV, Key Competitors

COMPANIES MENTIONED

N Brown Group plc
Muller Gro?handels Ltd. & Co. KG
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Inter IKEA Systems BV
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