

## NTUC Fairprice Co-operative Ltd. - Strategic SWOT Analysis Review

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NTUC Fairprice Co-operative Ltd. - 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

NTUC Fairprice Co-operative Ltd. (Fairprice) is a retail stores chain operating supermarkets, department stores, and convenience stores. The company's product portfolio consists of groceries; beverages; snacks and other tidbits; body care products; toiletries; household items; fresh and frozen items; and other merchandise. It also offers a number of services such as home delivery, warranty maintenance, gift card schemes and replacement warranty. It also manages an investment holding business and operates a fresh food distribution center. All the goods are supplied to the stores from its centralized distribution system. The company sells its merchandise through its retail stores and website. Fairprice is headquartered in Singapore.

### NTUC Fairprice Co-operative Ltd. Key Recent Developments

Jun 28,2017: NTUC FairPrice CEO re-elected to board of directors of global Consumer Goods Forum  
Jun 17,2016: NTUC FairPrice CEO appointed to the Global Board of The Consumer Goods Forum

### 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.

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#### **COMPANIES MENTIONED**

Takashimaya Company, Limited  
Sheng Siong Supermarket Pte Ltd  
Metro Holdings Ltd  
Isetan (Singapore) Limited  
Dairy Farm International Holdings Limited  
Carrefour SA

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