

# **NORMA Lebensmittelfilialbetrieb GmbH and Co.KG - Strategy, SWOT and Corporate Finance Report**

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## **Abstracts**

### **SUMMARY**

NORMA Lebensmittelfilialbetrieb GmbH and Co.KG - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### **KEY FINDINGS**

Detailed information on NORMA Lebensmittelfilialbetrieb GmbH and Co.KG required for business and competitor intelligence needs

A study of the major internal and external factors affecting NORMA Lebensmittelfilialbetrieb GmbH and Co.KG in the form of a SWOT analysis

An in-depth view of the business model of NORMA Lebensmittelfilialbetrieb GmbH and Co.KG including a breakdown and examination of key business segments

Intelligence on NORMA Lebensmittelfilialbetrieb GmbH and Co.KG's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about NORMA Lebensmittelfilialbetrieb GmbH and Co.KG, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## REASONS TO BUY

Gain understanding of NORMA Lebensmittelfilialbetrieb GmbH and Co.KG and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess NORMA Lebensmittelfilialbetrieb GmbH and Co.KG as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on NORMA Lebensmittelfilialbetrieb GmbH and Co.KG's business structure, strategy and prospects.

## KEY HIGHLIGHTS

Norma Lebensmittelfilialbetrieb Stiftung and Co.KG (Norma) is a grocery discount store chain operator based in Germany. The store chain offers a comprehensive range of food and non-food products. Norma's product portfolio includes an assortment of fresh bread, cakes, milk, UHT products, confectionery, savory pastries, beverages, ready meals, jams, honey, coffee, tea, canned food, frozen products, cooling products and a wide selection of fresh fruits and vegetables. The company's non-food product offerings include a wide range of cosmetics, cleansers, detergents, paper goods, feature films, furniture, textiles, bicycles, home improvement and household products along with electronic products such as televisions among others. Norma offers products of various national and local brands besides offering its own range of products under Stiftung Warentest brand. The company currently operates 16 offices with over 1,450 stores spread across Germany, France, Austria and the Czech Republic. Norma is headquartered in Nurnberg, Germany.

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