

Lidl: La Stratégie D'entr e Sur Le March  Fran ais - Andreea Cismas

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Dans un contexte  conomique de plus en plus globalis , il devient important pour certaines entreprises de d ployer leur activit    l'international. Le processus de globalisation cr e des nombreuses possibilit s pour entreprises, qui s'engagent dans ce nouveau d fi, afin de gagner des nouveaux march s et de se construire une pr sence mondiale. LIDL est un bon exemple d'une entreprise, qui a affirm  clairement sa volont  d'expansion au d but des ann es 1980. Ses activit s d'expansion ont accru tr s rapidement, disposant aujourd'hui d'un r seau de plus de cinq milles de filiales   travers l'Europe, soit le plus important du continent. La pr sente  tude souhaite analyser la strat gie d'expansion de LIDL en France, ainsi que les facteurs qui ont favoris  son succ s sur le march  europ en. Seminar paper aus dem Jahr 2007 im Fachbereich Wirtschaft - BWL - Allgemeines, Note: gut, Hochschule Bochum, Veranstaltung: Wirtschaftsfranz sisch, 29 Quellen im Literaturverzeichnis, Sprache: Franz sisch. Author: Cismas, Andreea Publisher: GRIN Verlag Illustration: N Language: FRE Title: LIDL: La strat gie d'entr e sur le march  fran ais Pages: 00029 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638796446 Category: Business & Economics : General

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