

Lidl's Implementation Of Discount Supermarkets In Sweden - Hauke Barschel

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This work provides an exemplified analysis of a company's internationalisation. The chosen example is a possible implementation of LIDL discount supermarkets in Sweden. The analysis encompasses an investigation of the external environment (PEST), a risk assessment and a consideration of market entry strategies. Furthermore it adds an identification of implications for the marketing mix and implications for organisational resources and management. Seminar paper aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,9 (B+), Anglia Ruskin University (Ashcroft International Business School), Sprache: Englisch. Author: Barschel, Hauke Publisher: GRIN Verlag Illustration: N Language: ENG Title: LIDL's implementation of discount supermarkets in Sweden Pages: 00025 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638298995 Category: Business & Economics : Marketing - General

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