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Hauke Barschel

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Seminar paper



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Hauke Barschel : LIDL's implementation of discount supermarkets in Sweden before purchasing it in order to gauge whether or not it would be worth my time, and all praised LIDL's implementation of discount supermarkets in Sweden:

Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,9 (B+), Anglia Ruskin University (Ashcroft International Business School), language: English, abstract: 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.