



LIDL's implementation of discount supermarkets in Sweden

Hauke Barschel

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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.

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