



Entering the Swedish market: The Karstadt GmbH case

By Sebastian Meyer

GRIN Verlag Aug 2007, 2007. Taschenbuch. Book Condition: Neu. 208x45x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,0, Anglia Ruskin University (Ashcroft Business School), course: International Marketing, 20 entries in the bibliography, language: English, abstract: As one of Europe's oldest and largest over-the-counter retailers Karstadt GmbH, subsidiary of Karstadt Quelle AG (Figure 1), operates exclusively in Germany. The present assignment puts forward the proposal that Karstadt GmbH should attempt to penetrate the Swedish market. Furthermore, a PEST analysis and a risk assessment as well as a market entry plan and a final conclusion will form different parts of this work 24 pp. Englisch.



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