

1. Record Nr.	UNINA9910458941403321
Autore	Obitz Cornelia
Titolo	Supermarket differentiation in the UK [[electronic resource] ] : a theoretical and empirical investigation // Cornelia Obitz
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2009
ISBN	3-8366-2029-4
Descrizione fisica	1 online resource (68 p.)
Disciplina	381.45664002573 381/.45664/002573
Soggetti	Supermarkets - Great Britain Product differentiation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Supermarket differentiation in the UK; TABLE OF CONTENTS; LIST OF FIGURES; CHAPTER 1 INTRODUCTION; CHAPTER 2 SETTING THE SCENE; CHAPTER 3 LITERATURE REVIEW; CHAPTER 4 METHODOLOGY; CHAPTER 5 FINDINGS AND ANALYSES; CHAPTER 6 CONCLUSION; REFERENCES; Appendix
Sommario/riassunto	This book examines and explains the current situation and problems of supermarket chains in England. Supermarket chains are operating in a profitable market but they are confronted with the problem of high competition and compared to manufacturers they have only few possibilities to differentiate. Especially the importance of differentiation is questioned in this book. It is examined whether differentiation is really essential for gaining competitive advantage. For a comprehensive and substantiated demonstration secondary theoretical data and a study with primary data is used. With