

# Aspects of International Retailing

## Business Cases

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## Task

- The students are asked to do a study of one International Retailer (please make sure, that the Retailer is a „listed“ retailer as only they provide enough information)
- The study must be presented in English in front of the class in max. 30 Minutes
- You can do the study in groups (max. 2 persons) or as a single
- Please use the template (provided during class) to make sure that you will present the most relevant information

## Main Sources of Information

- Internet
- Homepage of Retailer
- Annual Reports of Retailer
- HS-Library Online Data Banks „MarketLine Advantage“, “Statista”