Strategy

Our strategic ambition is to achieve market leadership through a unique multiformat offering, supported by a broad ecosystem of tech-driven services, all integrated under a single loyalty programme.

The Company focuses on continuously enhancing its value proposition for customers and improving the efficiency of internal processes.

To address structural challenges, we place special emphasis on developing our employees as our key asset, with a focus on:

- Implementing a flexible and proactive approach to personnel attraction
- Intensifying investment in people to ensure key competences and business continuity
- Designing long-term development and succession plans
- Continuously improving working conditions for line personnel

Key focus areas

Enhancing customer value proposition

- Adapting product assortment to local customer preferences
- Continuously enhancing loyalty programme mechanics
- Enhancing customer engagement through in-store add-on services (e.g., bakery items, takeaway coffee), delivering more personalised experiences through big data analytics and AI, and offering compelling loyalty programmes
- Broadening and differentiating the private label offering
- Improving brand positioning by emphasising care, safety, sustainability, and an attractive value proposition
- Expanding tech-driven ecosystem services to enhance multi-channel customer experiences

Driving efficiency improvements

- Flexible, reliable and scalable cloud-based IT solutions and data platform
- New distribution centre openings
- Monetisation of online and offline infrastructure
- Cross-functional end-to-end initiatives focused on improving the efficiency of key business processes
- Investments in process automation and standardisation
- Fleet renewal
- Flexible organisational structure with clear responsibilities, combined with entrepreneurial culture and efficient cross-functional collaboration

We implement our strategy through customer engagement across our core existing formats, relying on:

- development of our flagship convenience store format

- smart investments in the Magnit Cosmetic drogerie format

- balance between sustaining and expanding the Magnit Family and Magnit Extra large-format stores

We leverage new growth drivers to broaden our product offering and enhance customer convenience by developing:

- discounter stores

- ultra-convenience stores

- e-commerce delivery and the Magnit Market marketplace, both accessible through a single super app