



# A Lidl introduction

Aarhus University - BSS



# Our vision and history

## The vision of Lidl Denmark

It is the vision of Lidl Denmark to be your first choice. Always. This entails both; employees, consumers, suppliers, partners and students. Through more modern stores, which offers one-stop-shopping of high quality product at low prices, Lidl aim to outperform its competitors and gain market share.

## The history of Lidl in Denmark

Since 2005, Lidl has been represented in Denmark. On September 29, 2005, the first 13 stores opened nationwide. The close partnership with local suppliers contributes to our success, which is why today, approximately 40% of our products come from Denmark.

Today, around 3,600 employees work in our 138 stores and administration to make Lidl a reliable and responsible partner for our customers. Lidl Denmark operates distribution centers in Kolding and Køge. Our employees work every day to make Lidl a reliable and responsible partner for our customers.





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# Our products

## Our food

We have more than 40% Danish products in Danish stores and the rest comes from the EU

or overseas:

- 2,600+ products in our fixed product range (approx. 80% own-brand).
- Approx. 40% of all our products come from Denmark.
- Approx. 250 Danish suppliers, many with a long-lasting relationship.
- We constantly look for more local suppliers, to improve the delivery of fresh products.
- Acting sustainably is our way of fulfilling our quality promise each day.

Read more about our sustainability efforts at: [om.lidl.dk/ansvarlighed](https://om.lidl.dk/ansvarlighed)



# Culture and career

## Our strategy

Our strong leadership culture builds on five pillars:

- Leading through communication.
- Developing employees.
- Remaining efficient and dynamic.
- Creating trust and acting fairly.
- Assuming responsibility and being a role-model.

## Career opportunities

In Lidl, employees in the various functions have specific career development opportunities, to ensure that all reach their full potential and wishes for the future.

## Our plan with you

At Lidl we leave nothing to chance. This includes your career development. From your first working day you will become part of an ambitious training course, which we are confident cannot be surpassed in the Danish grocery industry. And that goes for all our employees; whether you are a student, graduate, sales or warehouse worker, managerial or experienced specialist.





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# High motivation



The exchange of employees between countries and departments is one way that Lidl constantly strengthens its talent pipeline. At Lidl Denmark we have employees from 50 different nationalities.

This is how we build and maintain strong motivation and retain our staff:

- 1.** We guarantee career development and education at all levels.
- 2.** Our international success and growth means job security and prospects for the future do not stop at the border.

- 3.** We reward hard work with security, good pay and the industry's finest colleagues.
- 4.** Our strong ethics ensure a good working environment with the focus on high performance and quality service.



# New HQ in Aarhus

In 2023, we will open our new HQ and store at Godsbanen in Aarhus K.



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## Milestones





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## Stores in Denmark

138

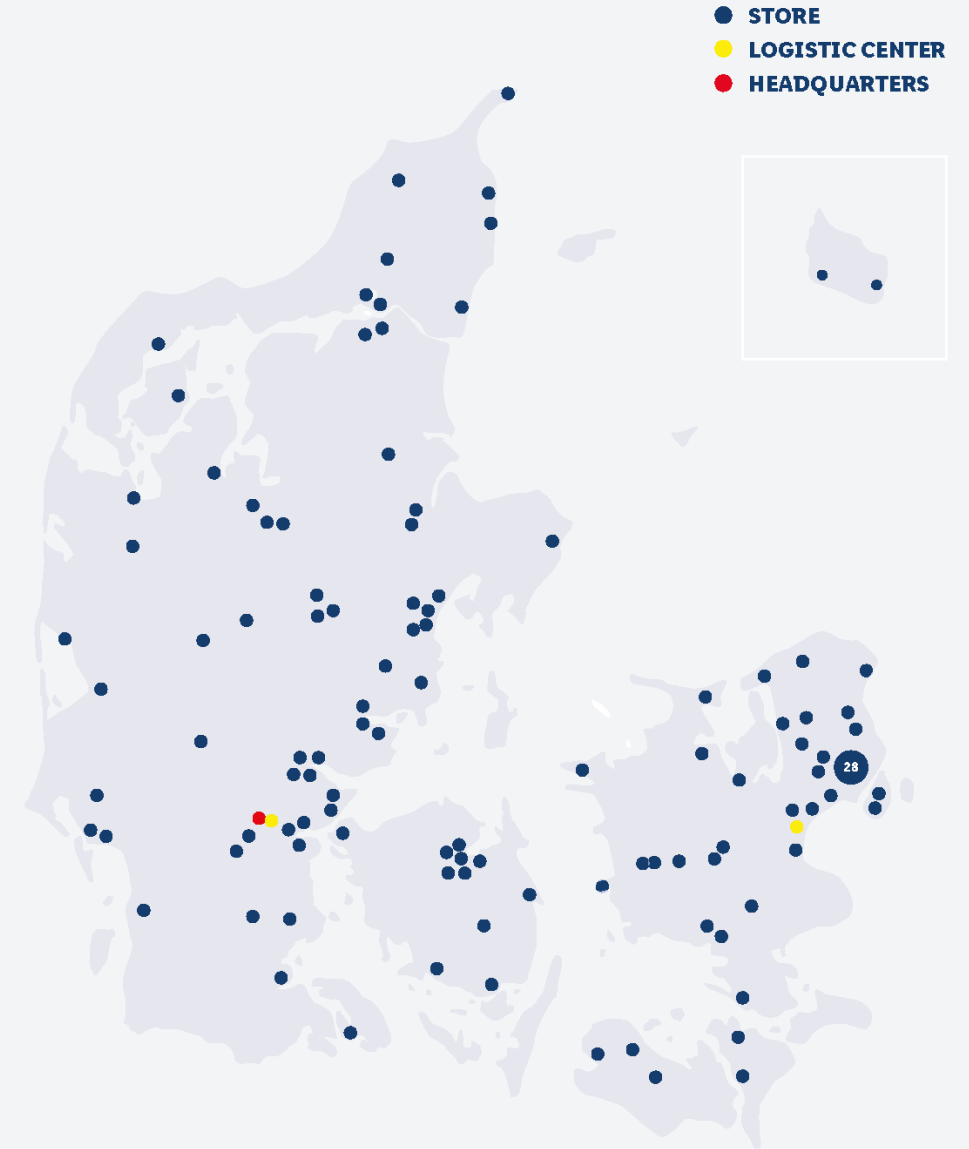
**Since** 2005, Lidl has opened 138 across the country. The majority of the stores are located in and around Copenhagen.

10

**Each year** Lidl plans to open around 10 new stores in Denmark and hire approx. 200 employees.

200

**It is Lidl's ambition** to continue its expansion in Denmark. The ultimate goal is around 200 stores.





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# Lidl Plus

Lidl Plus is Lidl Danmark's loyalty app, which gives our customers a number of clear benefits.

The digital membership card in the app is scanned at the checkout to obtain the benefits. At Lidl, we want to give our customers an even better shopping experience and more smart features that make it easier for the customer.

Customers can receive a discount through a number of partner agreements in Lidl Plus.



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## Lidl Plus

The Lidl Plus loyalty app is available in several countries including Denmark.

- Online loyalty program with potential to increase revenue.
- Optimising marketing efforts online / offline.
- Increased awareness of customer needs.
- Opportunity to increase customer satisfaction.
- Opportunity to increase the number of visits customers make in store.
- Personalised offers and newsletters.

Curious? Find more information here: <https://www.lidl.dk/lidl-plus>

