

Agrokor dd in Retailing (Croatia)

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Abstracts

With all of Mercator's operations in the region successfully incorporated, Agrokor chose 2016 as the year for a breakthrough in internet retailing. The company plans to push its subsidiary A007 doo, owner of the marketplace abrakadabra.com, to the top of the rankings in internet retailing. It also plans to expand its existing grocery internet retailing concept Konzum Klik.

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