

Åhléns AB in Luxury Goods (Sweden)

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Abstracts

Åhléns AB's goal is to be the number one retailer in Sweden and create long-term sustainable growth. To achieve this, the focus will be on increased consumer loyalty by using social media, customer clubs and loyalty cards. The company currently has no plans for new outlets, and has not yet launched an online retailing portal. The product range will continue to include products in different categories, including affordable luxury products.

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