

Åhléns AB in Retailing (Sweden)

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Abstracts

Åhléns has good national coverage with its 77 outlets, and enjoys good brand awareness, but is suffering from the lingering effects of the crisis due to its premium image. Åhléns focuses on offering special services to its customers, such as X-mas shopping, which is a service for those who suffer from shortage of time, inspiration and ideas about what to buy for their loved ones. The company aims to become women's favourite chain, and built a 30 sq m fitting room in Gothenburg for those who...

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