

Apollo-Optik GmbH in Eyewear (Germany)

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Abstracts

Apollo-Optik is not only a manufacturer and distributor of spectacles and contact lenses, but it is also one of the leading optical goods specialist chains after its main competitor, Fielmann. The company thereby aims to offer potential customers a complete package of professional advice and services and a large variety of brands and own products at competitive prices. Its further goal is to be seen as a competent partner by businesses and consumers alike in order to even increase its brand awareness...

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