

Aron S OOD in Retailing (Bulgaria)

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Abstracts

Aron S OOD was established in 1998 and since then it has followed a policy of extensive expansion in order to cover the major cities in the country. Currently, the company is one of the largest chains of furniture outlets in Bulgaria. The financial crisis caused some slowdown in the sales levels, in line with the drop in the construction business, but in the long term, the company is likely to continue being successful. In 2011, Aron S OOD registered the same profit value as the previous year...

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