

Atol Group in Eyewear (France)

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Abstracts

Atol Group will make efforts to maintain its strong position in the optical good stores distribution channel. With changes in the regulatory environment, the company will probably need to review its internet strategy and invest in its website in order to transform its capabilities as an online shop. Such a change will not be easy, as this group is a cooperative and member stores are independent. However, if this problem is not overcome, over the forecast period and due to stronger competition...

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