

Auchan Polska Sp zoo in Retailing (Poland)

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Abstracts

In the short term Auchan Polska Sp zoo will focus on integrating Real hypermarkets into its operations. The company will also continue to invest in store refurbishments. The aim of Auchan Polska is to provide the lowest possible prices so as to effectively compete not only with other chained hypermarkets but also discounters and thus attract as many customers as possible. Auchan is also focusing on optimising its product assortment and improving its customer service.

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