

Billa OOO in Retailing (Russia)

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Abstracts

Billa OOO aims to enlarge its retail chain in Russia up to 100 outlets in 2013 with 10-15 new openings annually during the forecast period both through launching new stores and buying existing stores of other companies. Moscow and Moscow region remain the main target for the company. No new formats are expected, Billa will operate in supermarkets predominantly. According to REWE Group, which held main shares of Billa in Russia, the company is also in negotiations about buying existing retail...

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