

Bolist AB in Retailing (Sweden)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: B8D104BB4D6EN

Abstracts

Bolist has special building and hardware stores where the customer is usually served by the owner of the outlet, which makes the service more personal, not like in giant impersonal outlets. Bolist focuses on opening new outlets and getting new shopkeepers, making the flow of goods more efficient by choosing fewer suppliers for all individual shopkeepers, and has decided on a common Bolist profile for all individual merchants and shopkeepers to achieve synergy.

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