

Byggmakker / Norgros AS in Retailing (Norway)

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Abstracts

The main strategy of Byggemakker/Norgros AS is to increase its market position in Norway. The company is expected to focus on strengthening its position as a leading retailing player in the construction housing market in Norway. The company will continue to modernise its existing stores in order to offer modern facilities to consumers, spacious selling space, competitive staff and wider variety of products of high quality and continue to increase value sales.

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