

Carrefour Polska Sp zoo in Retailing (Poland)

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Abstracts

Carrefour Polska aims to further strengthen its position in retailing, with the strongest focus on convenience stores. The company is expected to follow an omnichannel strategy, including the extension of the offer in its online shop and the launch of click-and-collect to further regions of the country. Its store expansion is expected to stay in line with previous years, when about 100 new owned and franchised stores were opened annually.

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