

CDE S doo in Retailing (Serbia)

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Abstracts

CDE S doo is the company behind the Interex hypermarket brand. In 2015, CDE S doo planned to strengthen its position in retailing in Serbia by focusing on the development of its private label range. Taking into account that its operations in Serbia are different in some categories from those of its parent company, ITM Enterprises SA, in terms of price policy and the size of its outlets, CDE plans to continue with its policy of developing its private label line Selekcija Musketara.

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