

# Charles Vögele Holding AG in Retailing (Switzerland)

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## Abstracts

Charles Vögele Holding experienced a number of challenges in 2015 and 2016 including the abolition of the minimum Euro exchange rate, which severely affected results in its Swiss home and caused negative conversion effects in the other sales regions. Despite a difficult competitive environment, the company is expected to pursue its strategy by focusing on three core areas: product range, merchandise management and implementation of the new store format.

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