

Coop Csoport in Retailing (Hungary)

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Abstracts

Coop is in the process of transforming the outlets of some of its franchise partners which operate small, old-fashioned corner shops in order to develop collectively into an even more competitive retail chain. Maintaining competitiveness through integration, mainly financial and IT integration, and making improvements to the Coop Klub loyalty program and the total rebranding all of the 3,000+ Coop outlets in Hungary remain the company's primary goals.

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