

Coop Danmark A/S in Retailing (Denmark)

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Abstracts

Coop Danmark will maintain its leading position in grocery retailers in Denmark through improving its image as an environmentally and socially responsible player that provides a comfortable shopping experience and products for all consumer groups. In addition, the company will stimulate consumer interest to visit its outlets and buy products by creating a modern and advanced food culture, through flavour as well as through quality and health considerations.

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