

# Coop Hungary Zrt in Retailing (Hungary)

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## Abstracts

Further improving marketing and loyalty programmes, continued store renovations and effective cost control are the focus of the management at Coop Hungary Zrt. It is seeking to ensure it offers communities a local store that meets the demand for daily grocery shopping. Coop constantly works to improve its service, store design and product assortment in order to support its competitiveness against modern grocery retailers, notably discounters and other chained supermarkets.

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