

Coop Sverige AB in Retailing (Sweden)

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Abstracts

Coop Sverige aims to increase its volume sales, focusing on its loyalty programme, the expansion of its private label product assortment and improving and clarifying its store concepts. The company also plans to focus on being a socially responsible player, paying attention to food safety and its environmental impact, such as reducing its energy usage. Coop has stated that it expects to register a profit again in 2017, following negative results between 2011 and 2014, and negative figures for 20...

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