

Dagrofa ApS in Retailing (Denmark)

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Abstracts

Dagrofa's strategic direction will continue to focus on offering Danish consumers a modern shopping experience in grocery retailers. The modern shopping experience will be in terms of product selection, brand quality, service and fresh products at favourable prices. The company will continue to invest in its new supermarket chain Meny that was launched in May 2015 and which has replaced its old brands SuperBest and Eurospar. Dagrofa will continue to open new branches under the Meny brand and sup...

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