

Dansk Supermarked A/S in Retailing (Denmark)

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Abstracts

Over the next few years Dansk Supermarked will follow a strategy of further strengthening the leading discounter chain Netto through expanding into more locations, and repositioning its hypermarket chains Føtex and Bilka more strongly towards the strong consumer interest in gourmet food and drinks. The two hypermarket chains will also maintain an extensive choice of economy selections, whilst the focus on non-groceries will be scaled down. The company aims to support these concepts through the...

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