

Dedeman SRL in Retailing (Romania)

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Abstracts

Dedeman maintained its lead in home and garden specialist retailers, and its expansion ensured it held a competitive position in overall retailing in 2016. The company has national coverage, and aims to develop further by opening new outlets. Heavy advertising campaigns under the motto “Dedicated to your plans” consolidated its position. Moldova is a new destination for Dedeman, which is expected to open its first store in Chisinau. The company is also expected to seek to drive sales in internet...

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