

Delhaize Group SA in Retailing (Bosnia-Herzegovina)

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Abstracts

Delhaize acquired the retailing business of the Serbian giant Delta Holding in 2011, taking over its subsidiary in Bosnia-Herzegovina in the process - Delta Maxi BH, now Delhaize BH. Since taking over the business in Bosnia-Herzegovina, Delhaize consolidated newly acquired outlets, aligning them with its regional strategy. Four hypermarkets and two discounters have been closed as Delhaize switched its focus towards supermarkets and convenience stores. During this consolidation period...

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