

Diamantis Masoutis SA in Retailing (Greece)

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Date: February 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: DD1180F1460EN

Abstracts

Diamantis Masoutis plans to further expand its network of supermarkets in the coming years, whilst it will also focus on exploring new channels, as demonstrated by the agreement for the expansion of the Express Market fascia into forecourt retailers, in the forecourts of EKO petrol stations. The plan of the company involves the development of around 60 outlets in northern Greece, operating on a 24/7 basis and offering up to 3,500 different items.

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